

NETHERLANDS

Implementing local development strategies

Location

Noordeloos

Programming period

2007 - 2013

Axis / Priority

Axis 4 – LEADER

Measure

M413 - Quality of
life/diversification

Funding (EUR)

Total budget 475 000

EAFRD 70 000

National/Region. 70 000

Private 335 000

Project duration

FEB 2012 – MAR 2014

Project promoter

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Hoeve

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LEADER funding supported the transformation of a family farm into a leisure business consisting of a professional golf court and a bistro offering local products.

Summary

Family Kool started to transform their farm into recreational business. In 2006 they remodelled a former animal barn into a luxury group accommodation. In 2010 they stopped all agricultural activities and innovative ideas to extend the business were needed. Research pointed out that there is a need for rural leisure. In the meantime visitors often asked for sport and dining arrangements.



These signals were picked up and a professional Golf Course and a bistro where mainly regional products were set up. They asked a Landscape Architect to design a golf course fitting perfectly in the landscape, with respect to the original environment. All neighbours and other stakeholders were involved in the plans. For the bistro a former barn was remodelled. On the first floor two meeting rooms were created. Together with local food producers arrangements were made and the bistro serves mainly regional products. After finishing the project a professional Golf trainer was attracted and a lively golf society was established. Although the golf course is an official 9 holes course, not only professionals are permitted, recreational users are also allowed. Throughout the entire process special attention was given to involve local suppliers.

Results

- Overall there has been a successful transition from a farm to a leisure business, which is economic healthy and steady.
- At least 20 jobs were created.
- Community building/improvement of social cohesion as the location is a social meeting point for the locals.
- A society of golf players established.
- There is an increase of visitors each year either for business or recreation.

Lessons & Recommendations

- ☐ Application for funding takes a lot of time and this should be considered by the beneficiary.
- ☐ It is better to consult stakeholders in an early stage in order to get them involved.
- ☐ Take care of the scale: in rural area it is important to balance the impact on the landscape etc.
- ☐ Look for complementary activities in business.
- ☐ Always try to attract local suppliers to enlarge the economic impact of the project.