

Sustainability Champions



Fairytale Farm



Composting



Ecobrick Programme



Upcycling

Fairytale Farm

Nick Laister, Director

Fairytale Farm is well-known for having accessibility at its heart. Here, Director Nick Laister explains how sustainability has become another high priority for the farm.

How do you involve the local community at Fairytale Farm?

"We ran our eco-bricks project in collaboration with local schools. We got school children to bring in 2L plastic bottles stuffed with single-use food packaging, such as crisp packets and straws. The project was in partnership with the local Coop, who provided quality control checking. Almost 1,000 eco-bricks were made, and we used them to build an animal house and benches around the farm.

"We really try to involve our local community in our initiatives here at the farm and it was great to see the community and the local schools get involved."

Why is it important to you to bring sustainability work into the farm?

"As a visitor attraction, sustainability practices are not just a case of saving money and helping the environment, the sustainability projects we do at the farm can be educational attractions in their own right. It is good to be able to incorporate them in the visitor journey, add interest and help educate."

Tell us about your upcycling

"Most of the attractions around Fairytale Farm are upcycled from other attractions and repurposed. A lot of the structures along the Enchanted Walk came from Blackpool Illuminations. We stripped them down and re-sprayed them. The Snow White Garden buildings and the beanstalk structure came from an attraction manufacturer that closed down in Yorkshire. The beanstalk structure

was enlarged by a local sculptor. The T-Rex and most of our dinosaurs are from Blackpool Pleasure Beach, reimaged, repainted and made to move.

"Upcycling is not just taking an object and putting it somewhere else - there is a lot of work that goes into reimagining it and updating it, and sometimes completely repurposing it. We do try to upcycle all we can and reimagine and rehome interesting features. If these things were not here now, they would be in landfill."

How do you encourage biodiversity and nature?

"We are always trying to improve the biodiversity here at the farm. We created Wilderness Walk so you can meander through

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Aerial view of Fairytale Farm



Vegetable patch



Wilderness Walk



Farm animals



Nick Laister

Fairytale Farm

continued

a range of wildlife habitats and experience our mini world of seasonal senses along the way. It is designed to teach children about the creation of habitats and biodiversity. There is a vegetable patch, a touch box, a bug hotel, a willow tunnel, a seed and nectar bar, and a wildflower meadow."

Are staff involved in your sustainability changes?

"Our staff are involved in many sustainability practices; from the simplest levels such as ensuring that recycling happens, through to working on repurposing items acquired from other places.

"We also ask our staff for ideas in how we can improve our sustainability practices and new measures that we can introduce. Improving sustainability is not something that

is done at one point in time, it is about how the business operates day-to-day and always trying to improve and bring in new measures."

What are you hoping to do next?

"We are looking into more sustainable energy options, such as solar, and ways to reduce water consumption."

What is your advice to businesses who are starting on their journey?

"We would say that making changes to improve the sustainability of your business makes financial sense, as well as environmental. There is a good business case to making these changes. This is why we are continuing with the introduction of more and more measures. We still see ourselves as at the beginning of this process, and we are learning all the time."

What quick wins would you suggest to other businesses?

"Quick wins would be to change materials that are used on a day-to-day basis to more sustainable options. For example, it was not difficult for us to change supplier of our cleaning products to make them more eco-friendly. We priced up multiple options and it was not dramatically more expensive to use environmentally friendly products.

"The same for our café, where we changed our straws and takeaway cups, for example. We ensured the cups are clearly labelled with the message that they are compostable and that they can be put into a composting or cup recycling waste stream."

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