**Assessment: Project Brief (Example content)**

**Example content**

As the provided brief is quite limited, we have provided some example content to assist you.

However if you chose to write/add your own (or placeholder text), this would be acceptable also.

**Project Brief:**

A small farm located between Edinburgh and Carlisle has been converted to a visitor attraction that includes a shop selling local produce and plants, small petting zoo, cafe, Play Park and walks.  
The owner requires a website to help promote the business both locally and to tourists, passing trade and day trippers.   
Initially they want to advertise the location, opening times, goods and services. Their aim is to appeal to a wide target audience including families, garden enthusiasts, travellers looking for a quality place to stop etc.  
They would like the website to look fun but professional, be easy to use and work on all modern browsers.

**Home**

Welcome to our farm shop website, where you can find all the information that you need about our products.

The farm shop has a wide range of fresh product and products, from jams and preserves to eggs and bacon.

We have free-range eggs that are laid by the chickens on our farm.

Our pork is reared in the fields around our house, giving it a distinctive flavour.

Choose from award winning pies with fillings such as: apricot or blackberry; hand-made chocolates; local honey and marmalade; homemade breads and cakes; locally sourced fruit juices, wines, beers and ciders.

We also sell fresh vegetables grown in our garden!

**Shop**

We also have a small café attached to the farm shop so people can enjoy their purchases immediately.

Some of the most popular items in a farm shop are:

* fresh eggs
* milk
* yogurt
* cheese
* bread
* cakes

**Activities**

The farm park has many activities for people to do.

Some of these activities are hayrides, pumpkin picking, and a corn maze.

You can also:

- visit the animals and see how they live in their natural habitat   
- play with farm tools, such as a pitch fork or shovel   
- pick your own produce from the garden to take home with you!

**Contact**

**Address**Abbington Farm, Abington, Biggar ML12 6RH

**Tel:** 01864 502501

**Opening Times**Monday to Saturday – 8.00am to 5.00pm  
Sunday – 9.00am to 4.30pm

**Image Resources**

<https://www.pexels.com/>

<https://unsplash.com/>

<https://pixabay.com/>

Optimise images quickly with this tool: <https://bulkresizephotos.com/en>

**Reference sites**

<https://www.headsofayrtickets.co.uk/>

<https://edenmill.co.uk/>

<https://www.thewoodhousekippen.co.uk/>

<https://craigies.co.uk/events-activities/>

<https://hopetoun.co.uk/farm-shop/>

<https://www.clydevalleyfamilypark.co.uk/>

<https://mabiefarmpark.co.uk/>