

Case Study

Company: Phytobotanica (UK) Ltd. – Inglenook Lavender Farm

Business sector: Horticulture and Tourism

Established: 1995

Number of employees in St.Helens: 15

Premises: Farmland, farmhouse & out buildings - 140,000 square metres.

Location: Inglenook Lavender Farm, Moss Nook Lane, Rainford WA11 8AE

Support received: A general introduction to St.Helens, its networks & partners, development & planning assistance plus marketing support, strategy publicity and promotion.

Company Profile:

Phytobotanica is the UK's first fully organic Essential Oil Farm & Research Centre, a major producer of lavender, peppermint, chamomile and melissa oils for national and global markets. It is the first UK farm to introduce a new essential oil for the aromatherapy industry from a plant called "Monarda".

Phytobotanica was established in 1995, but the initial research and development underpinning the company began about seven years before that, when Dr Jane Collins began research and development into medicinal and aromatic plants as new crops for UK farmers. In 2008 the company moved to Rainford and has rapidly expanded to include an on-farm Distillery, Information Centre & laboratory, fully accredited School of Aromatherapy, café & restaurant and organic produce retail units, all surrounded by fields of lavender, other essential oil crops and herb gardens.

The business has witnessed great success with exports to Europe and Asia, hosting thousands visitors and scooping The Tourism Entrepreneur of the Year award in the St.Helens Tourism and Leisure Awards 2009.

Testimonial:

Dr Jane Collins commented; "Since relocating to Rainford we have felt part of a great community and we have had fantastic support from St.Helens Council and St.Helens Chamber. To anyone thinking of launching a business in St Helens I would say 'Go for it'. There is so much help and advice available and the support is absolutely superb.

We have received excellent advice to convert a traditional livestock farm to an agricultural business and visitor centre, creating a thriving attraction and a truly unique rural business. We aim to maximise our resources and capacity to develop Inglenook Farm as one of the best national and local visitor attractions".