



Who is the strawberry thief?

Looking to enhance its visitor attraction we worked with Lotmead Farm to help them create a bespoke, themed play trail for families to enjoy alongside the PYO.

The farm owner wanted to make the most of the relatively narrow space available to draw people from one end of the field to the other.

In-keeping with the farm surroundings and brand, the rustic, timber play trail offers varying degrees of challenge to engage both younger and older children. Old farm tools and props can be found along the way, adding interest to the trail at varying heights and elevations to achieve a more immersive experience.

Storytelling signage encourages children along the trail where they will encounter a range of climbing features.

The play trail was created on a relatively low budget, highlighting the benefits of bespoke design and build in terms of developing a

