

teaSHED

Jonathan & Helen Hay

Teagasc – Sligo, Leitrim & Donegal

Rural Tourism & Food Course



A little bit about us

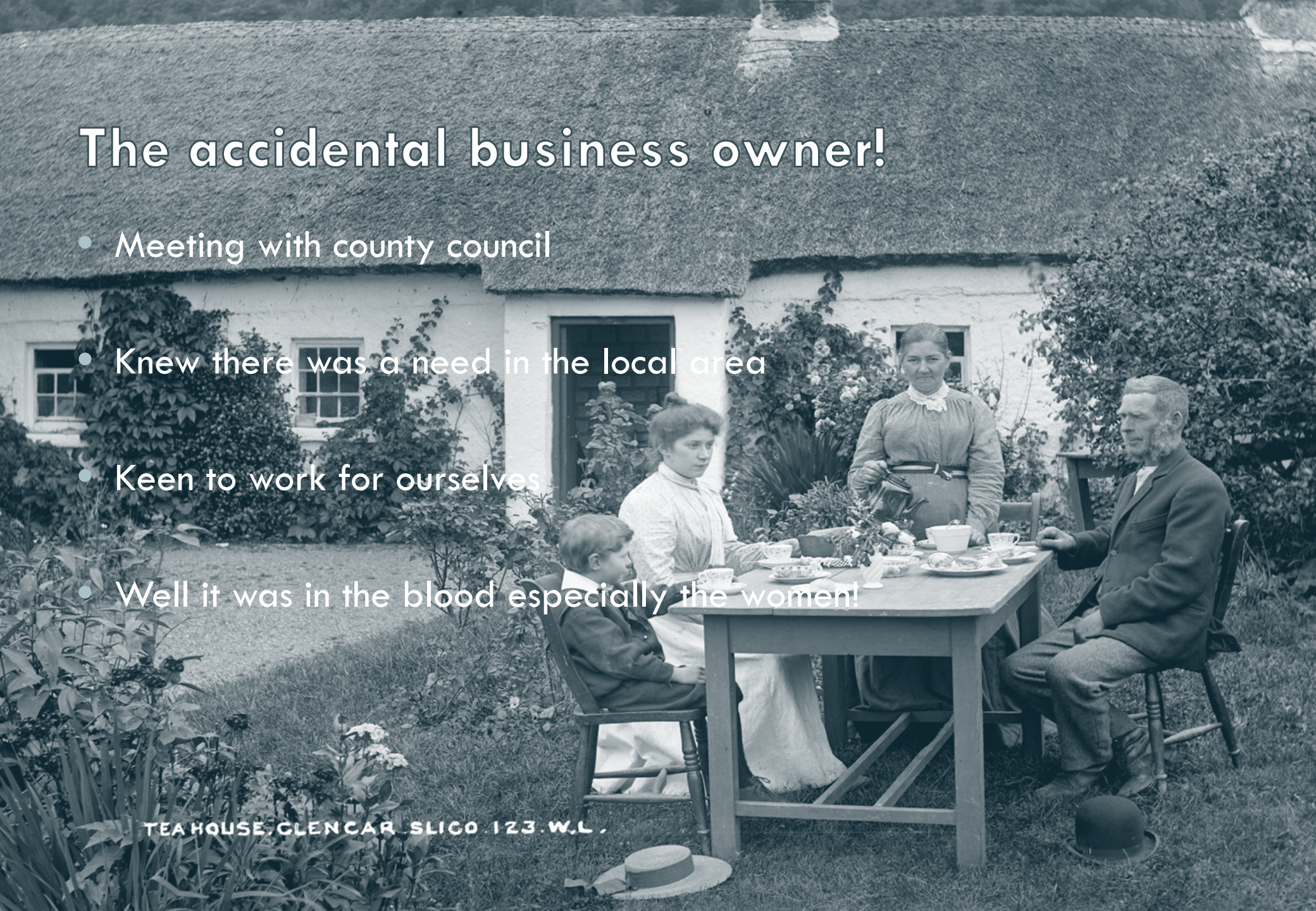
- Helen from Leitrim, Jonathan from Donegal
- Both from farming backgrounds!
- Helen has a degree in Business Studies and MSc in Healthcare Management and Leadership and worked for 10 years in the NHS as a manager. Jonathan studied Architecture and worked as Architect in Belfast for 15 years , currently working in Sligo.
- However “West” was always calling & both keen to move from Belfast back “home”. Hoped moving would offer more flexibility, family support, better work life ratio.



The accidental business owner!

- Meeting with county council
- Knew there was a need in the local area
- Keen to work for ourselves
- Well it was in the blood especially the women!

TEA HOUSE, GLENCAR, SLIGO 123 W.L.



Why do people visit Glencar?

W. B. Yeats used to visit the waterfall and the old Siberry Tea House. Not surprisingly he found Glencar inspirational. He wrote about the fairies and changelings of Irish folklore in his poem, “The Stolen Child”, inspired by his passion for Irish mythology and the beauty of Glencar Waterfall.

“.....Come away, O human child!
To the waters and the wild
With a faery, hand in hand,
For the world’s more full of weeping than you can
understand.

Where the wandering water gushes
From the hills above Glen-Car,
In pools among the rushes,
That scarce could bathe a star,.....”



Where we are located

- Half way between Sligo and Manorhamilton , Glencar Waterfall is 50 foot high and is situated in a valley which has a lake – Glencar Lake. Five kilometres from Drumcliffe.
- No1 Ranked Tripadvisor in category of things to do in Leitrim and No 3 Ranked tripadvisor things to do in Sligo. Mentioned in the Lonely Planet Guide.
- Last figures we received in 2017 indicated that 90,000 visit Glencar waterfall (Yeats Grave gets 250,000)
- Its always been a tourist attraction from the Railway came to Sligo. Tourists thought it very like Switzerland hence the Swiss Valley. Family history - my great aunts kept a tea house from the late 1800's to 1940s.

TEA HOUSE, GLENCAR, SLIGO. 3549.W.L.

Glencar Lough, Co. Sligo / Co. Leitrim



Above Glencar Waterfall
Co. Leitrim





teaSHED description

- Coffee Shop and Gift Shop situated at the foot of scenic Glencar Waterfall in the Glencar Lake Valley
- teaSHED is mentioned online by www.irelandbeforeyou.ie as the Most Scenic Place to have a Coffee in Ireland.
- Serving speciality teas, locally roasted coffee, freshly baked scones, various homemade desserts, delicious sandwiches, homemade soup and bread. Incorporating a souvenir and craft shop.
- Accessed by footbridge from waterfall entrance, with playpark. teaSHED can seat over 50 people

Planning & Building our own place to call home

- Discussions with Leitrim County Council prior to making planning application in very scenic area. Council keen on a facility at the waterfall.
- Helped that Jonathan was an Architect as a lot of this initial work can be “at risk” but still cost.
- Gifted $\frac{3}{4}$ acre agricultural land on the edge of family farm. Planning application successful as could show need and Helen from the area.
- Keen to make it as environmentally as possible so used PassivHaus principles: triple glazing, good insulation, good airtightness, Mechanical Ventilation Heat Recovery, Airsource heat pump.
- Sustainable products used, externally the facility is finished in simple timber cladding and local stone, helping integrate the building into the landscape

We built a “teaSHED” and live in the “Hay House”
as opposed to “Tea House” and “Hay Shed”.



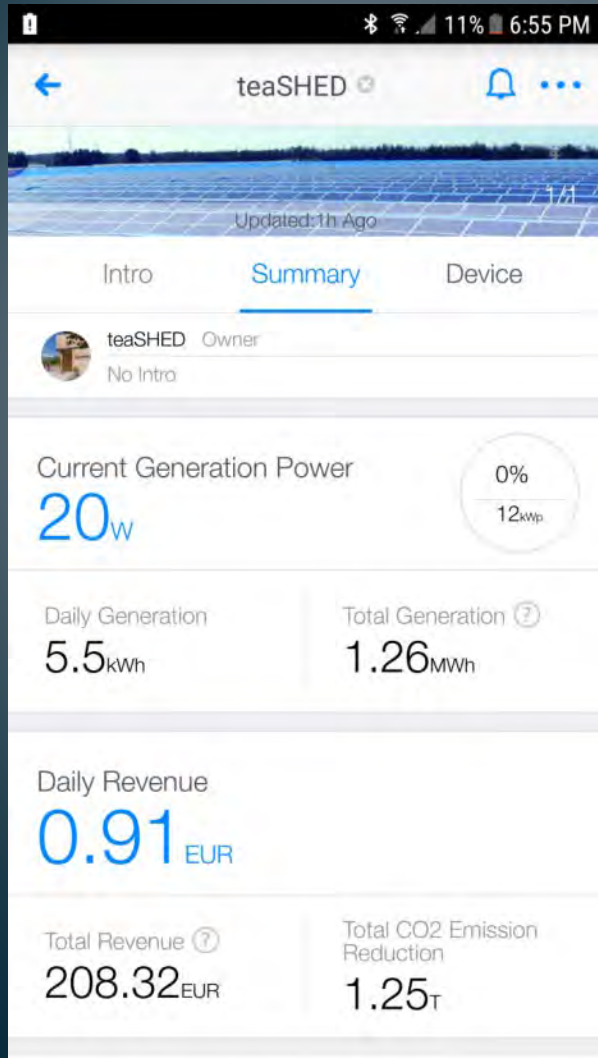
Timeline - 2 ½ years inception to opening

- September 2012 - initial idea – want to move home/open a business
- Dec 2012 – First met the council to discuss planning
- December 2012 to February 2013 - Prepared business case
- May 2013 - Planning permission granted
- August 2013 - received grant approval
- September 2013 - mortgage approval
- October 2013 to December 2013 - tender drawings
- January 2014 – tender process (public procurement)
- March 2014 - started building on site
- December 2014 – construction completed
- January 2015 to May 2015 – fit out, set up, training, staff recruitment
- May 2015 – opened in time for summer season

Construction Cost teaSHED = €250,000 (LEADER funding = €139,640.98)

Fit Out Cost = €50,000

Sept 2019 – 12kW Photovoltaics installed



Funding, Business Case, LEADER Grant

- All business need some funding (for stock, premises, rent, etc.)
- In order to get finance (money) you need a business case (research, estimates)
- Need to write business case to get finance from Banks and LEADER
- Three forms of finance for our business 1. Business Mortgage 2. Funding from Leitrim Development Company (LEADER) 3. Our personal savings

The teaSHED Business Case

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6.2 Projected Profit and Loss	Start-up	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Year 15	Year 16	Year 17
Sales																
Hot Special	0	0	0	0	688	912	1072	1520	1552	329	0	0	0	6073	6543	6544
Sandwich / Soup	0	0	0	0	668	892	1048	1478	1136	780	0	0	0	6002	6374	6374
Scone	0	0	0	0	977	1303	1527	2163	2207	1140	0	0	0	9317	9317	9318
Coffee / Tea	0	0	0	0	1836	2448	2868	4062	4148	2142	0	0	0	17504	17504	17504
Cold Drink	0	0	0	0	540	720	843	1194	1220	630	0	0	0	5147	5147	5147
Sweet / traybake	0	0	0	0	1381	1839	2155	3052	3115	1610	0	0	0	13152	13152	13153
Craft	0	0	0	0	983	1304	1530	2166	2208	1139	0	0	0	9330	9132	9132
Grants	139642	0	0	0	0	0	0	0	0	0	0	0	0	139642	0	0
Total Sales	139642	0	0	0	7073	9418	11043	15635	15586	7770	0	0	0	206167	67169	67172
Direct Costs																
Food Stuff Costs	0	0	0	0	1637	2181	2556	3621	3547	1760	0	0	0	15302	15599	15601
Craft Costs	0	0	0	0	491	652	766	1082	1105	569	0	0	0	4665	4566	4566
Total Direct Costs	0	0	0	0	2128	2833	3322	4703	4652	2329	0	0	0	19967	20165	20167
Gross Profit/Loss	139642	0	0	0	4945	6585	7721	10932	10934	5441	0	0	0	186200	47004	47005
Overheads																
Bank Charges and Interest	0	-10	-3	-1	1	-2	-5	-10	-19	-24	-22	-19	-16	-130	-234	-348
Depreciation	0	36	36	36	36	36	36	37	36	36	36	36	36	433	433	433
Equipment Maintenance & Servicing	0	0	0	0	44	44	44	44	44	44	0	0	200	464	464	464
Water Rates	0	0	0	0	17	17	17	17	17	17	17	17	17	153	204	204
Marketing	0	0	0	60	0	0	0	0	0	0	0	0	0	60	60	60
Electricity	0	9	9	9	43	43	43	43	43	43	9	9	9	312	312	312
Gas / Heat	0	0	0	0	26	26	26	26	26	26	0	0	0	156	156	156
Waste Disposal	0	0	0	0	17	26	26	26	26	17	0	0	0	138	138	138
Wages and Salary	0	0	0	0	3462	3901	4713	4713	4713	3516	0	0	0	25018	25018	24970
Motor Expenses	0	0	0	0	35	35	35	35	35	35	0	0	0	210	204	204
Statutory Testing/Licensing Obligations	0	0	261	87	0	0	0	0	0	0	0	0	0	348	85	170
Cleaning	0	0	0	0	26	26	26	26	26	26	0	0	0	156	156	156
Property Tax	0	130	130	130	130	130	130	130	130	130	128	128	128	1554	1536	1536
Telephone & Internet	0	0	0	0	43	43	43	43	43	43	0	0	0	258	258	258
Office Costs	0	0	0	0	9	9	9	9	9	9	0	0	0	54	54	54
Audit and Accountancy Fees	0	0	0	0	0	0	0	0	0	0	0	0	800	800	800	800
Bank Charges	0	0	0	0	43	43	43	43	43	43	43	43	43	387	516	516
Insurance	0	87	87	87	87	87	87	87	87	87	85	85	85	1038	1020	1020
Other Professional Fees	28160	0	0	0	0	0	0	0	0	0	0	0	0	28160	0	0
Total Overheads	28160	252	520	408	4019	4464	5273	5269	5259	4048	296	299	1302	59569	31180	31103
Interest Expense																
Loan Interest																
Loans	0	650	540	538	536	534	533	531	529	527	525	524	521	6488	6107	5816
Total Loan Interest	0	650	540	538	536	534	533	531	529	527	525	524	521	6488	6107	5816

Business Model – what are we?

- Coffee shop – tea, coffee, light lunches and cakes and afternoon teas
- Gifts and local crafts
- Play park
- Tourist information

Why come to the teaSHED

- Large enough to take a tour bus
- Rural location
- Seasonal business
- Friendly – especially to families and tourists
- Keep it very simple

So what do we do?

- Baking! Lots of baking & tasting & decorating
- Making lots of coffee, smoothies & sandwiches in summer (coffee roasted in Carrick, tea blended in Cootehall, all Irish meats and dairy)
- Purchasing – food, consumables etc., souvenirs/gift items for the shop, paying bills, doing the books (income and expenditure), paying wages, pricing items & displaying (merchandising)
- Recycling is important and we recycle more than we dispose of, we compost and try to keep food waste to a minimum, where possible we use compostable consumables like take away cups and boxes
- Occasionally get to trade fairs (food and craft items)
- At least 50 different suppliers for food and gift items (Irish and NI based)
- Social media – Facebook, Twitter, Instagram
- Part of tourism network & other council committees to do with tourism in Leitrim ex. Redz
- Local community events – MS Swim & King's Mountain Challenge, Culture Night, Shoe box appeal, etc

What do we do that no one sees?

- Paper work- have to HACCP registered and inspected so lot of records have to be kept. Two inspections per year from HSE food inspector and Leitrim Coco for waste, VAT returns, other occasional returns to CSO/Failte Ireland etc
- Book keeping, food hygiene, Cleaning records, Pest control, Purchasing, Purchasing records, inspection of purchases, labelling, Human Resources, paying bills, Human Resources, Payroll, Banking, Advertising, Social Media, Giving Directions & Chatting (no Benbulbin is not safe, for Sligo turn right, Manorhamilton turn left, Devils Chimney (Sruth) is, waterfall is less than five minutes away/suitable for buggy/wheel chairs etc!), answering queries, minding and searching for lost property, repairing things, maintaining of grounds, sorting bins...

2015



2019



April. W.A. Forde Sligo
Josie O'Donnell
Kathleen Diamond
Paul Tiller.

Henry Blackburn
Grammar School
Sligo.

4th April, 1945

Norah Tyndall
Calry Rectory
Sligo

4-4-'46

Esther Blackburn
Grammar School

appetite. Let's
eggs. It with great gusto,
I never enjoyed the
better in our lines. At
the moment we are sitting
at the turf fire & don't
intend to go home till
morning.

30.4.42

Sitting in the quiet below the fells we
found it hard to realise that ~~the~~ we were
living in a world at war. The spirit of
peace was everywhere. May such peace as
we found here soon prevail throughout
the world.

In spite of food shortage, I think we
have just had a delightful tea.

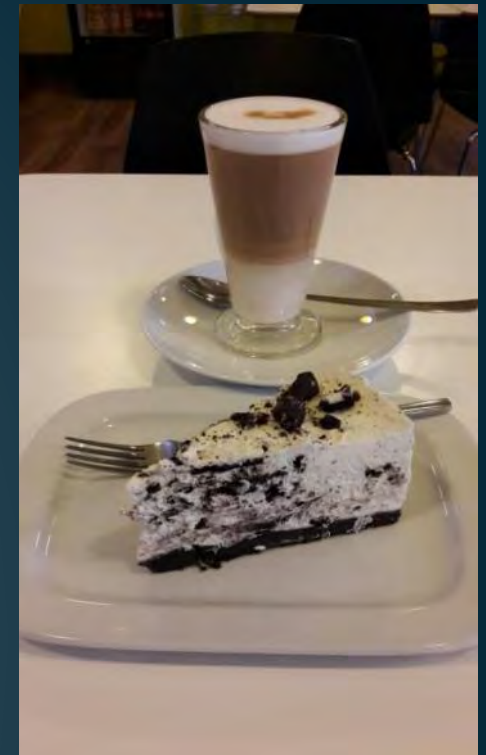
Edith Bennett

S. D. Bennett.

Edith Bennett







Inside today





Tourism

- We are in the food business but we can only be in it because of Tourism. Our business wouldn't exist if it wasn't at Glencar – not enough passing trade.
- We are sandwiched between the Wild Atlantic Way (WAW) and Ireland's Hidden Heartlands . We are in Leitrim but our tourist business is coming from Sligo/people coming in from places with hotels like Bundoran/Sligo or people going to/from Derry to Galway.
- The least visited county in Ireland? In 2017 41,000, in 2016 it was 49,000. However, it has a lot to offer – digital detox, pure waterways, unspoilt scenery, heritage and history, great walks.
- We provide tourist information and have a kiosk for leaflets at the teaSHED.
- Taste the Island initiative – three years of promoting and improving food.

Tourist Information Stand



Family History Corner



National picture on Tourism

- Tourism sentiment has quickly turned (Fáilte Ireland, 2019). Tighter year for tourism – Brexit, rising operator costs (food & wages & energy & consumables & insurance & rates re-evaluation), more competitors (bring your own picnic)
- The VAT rate change has driven prices up (from 9% to 13.5%, a 4.5% increase)
- 17% of restaurants reported more tourist diners in 2019 than in 2018 but 54% have seen a decrease and 38% think people are spending less (Fáilte Ireland, Tourism Barometer 2019)
- Repeat visitors are important , regional branding is important and people feel its shining a light on Hidden Heartlands. 45% of business in the region cite it as positive.
- Elephant in the room – we are dependent in this locality on despora tourists from UK & the NI short breaks. Even Dublin operators are saying there are less tourists about.

And then 2020 happened

- Closed till July – missed what would have been a good Easter
- Very, very busy summer and September
- Very challenging & different (masks, lot of disposables, take aways)
- Re-opened at the moment
- Difficulty in getting staff
- Availed of government supports – re-start grants, Employment Wage Subsidy Scheme, still waiting to hear about Failte Ireland Grant (they were helpful)
- Grateful for VAT reduction
- Part of village pod, Looking at getting a website done

Supports that are out there

- Government – Leader – Leitrim Development Company, Local Enterprise Office, Environmental Health Officer, Fáilte Ireland, Citizens Advice Officers, course (HACCP)
- Professional - Banks, Financial Advisors, Business Advisors, Engineers/Architects/Surveying Companies
- Peer – Tourism Network, Restaurant Association, Sligo Food Trail, Taste Leitrim
- Family & Friends

What advice we have

- Really good resources out there on starting your own business online – check if self employment/running a business is for you
- Try and get work experience in the industry/come from that industry
- Research – more out there than ever before, Failte Ireland reports, industry briefings, try markets if its produce, talk to others in your chosen industry!
- Talk to council early, especially if planning will be needed
- Be kind to yourself – we need to work to live not live to work, sometimes the boss can take a day off! Mental health days are essential

What we wished we knew at the start

- The days are long but the years are short
- Very seasonal
- Plenty of display/storage space is needed
- Always something to be done (just like in any shed)
- When you have good staff its easier
- Trip Advisor is a torture – judge by committee
- You will never eat out without wondering can we do this....

Surrounded by beautiful scenery;
majestic King's Mountain, picturesque
Glencar Lake and stunning Glencar
Waterfall. The kind of place that
awakens all the feel-good senses.

The teaSHED serves blissful teas,
fluffy scones & treats, tasty soups
and hearty sandwiches. Creamy coffee
from award winning artisan 'Art of Coffee'
and delicious Afternoon Teas
Kid's play park on site.
Can seat groups of up to 50 people.



Mid March - November

Mon. - Sat. 10:30am - 5pm

Sun. 12:30pm - 5:30pm

Winter - Weekends Only

Email: glencarteashed@gmail.com

Tel: 086-8183270

Booking required for Afternoon Tea

teaSHED

@Glencar Waterfall



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