

Amerton Farm & Craft Centre



Eunice Finney
General Manager

Welcome to Amerton Farm & Craft Centre. Our staff endeavour to make everyone's visit as enjoyable as possible. We value our customers and ask you to feel free to leave your views on a Customer Comment Form, which you can find around the site and post them in the special post box under the archway or fill them in on line via this web site.

If you wish to speak to a Duty Manager while you are on site, please ask any member of staff in the Tea Room, Craft Centre, Cook Shop, Farm Shop, Toy Shop or Playbarn to contact the Duty Manager on your behalf. There are four Duty Managers, who work on a rota basis, myself as General Manager, Moyra McLaughlin is the Operations Manager, Linda Birch is the Food & Beverage Manager and Lesley Latham is Craft Centre Manager and Buyer.

Amerton Farm first opened to the general public in 1984, when ice cream was made and the old cowshed was turned into a Tea Room. Prior to that cream, half a pig and eggs were sold from the farmhouse door. Today well over 400,000 visitors a year arrive at Amerton Farm & Craft Centre to taste the many delights or search for that special gift from the Craft Centre. Amerton Farm is an exciting and adventurous place for children!!

The Farm is recognised as one of the first farm diversifications in the country and is often held high as an example to others. Amerton Farm is still owned by the Williams family, but it is no longer a working farm although there is still land, which is grazed by sheep. However, farm animals and horses can be found in the farmyard which children can feed and pet them.

A welcoming Tea Room is particularly impressive with traditional furnishings, warming fires, excellent fayre and is licensed to sell alcohol with meals. Everyone is welcome

to enjoy a farmhouse roast, the famous steak and kidney pie or their own choice of light snacks, meals and cream teas. Candlelit themed suppers and private functions are held on a regular basis.

Good food is very important at Amerton and the management believe that it is important to source and serve local produce wherever possible. Linda Birch, Food & Beverage Manager said, "We pride ourselves in serving fresh local produce cooked to perfection by our speciality chefs. Our homemade steak and kidney pie, which has been produced to the same recipe for over 20 years, is renowned all over the country."

In the Farm Shop a wide range of fine jams, preserves and pickles can be found. Locally produced wine and other beverages including Amerton Farm beer. There is a vast range of local cheeses, including specialist cheeses from around the country and butter, cream, yoghurt and eggs. Fresh local meat from Hindles Butchers of Stafford is available. Amerton Farm ice cream is sold in cornets from the Farm Shop and in freezer packs to take home. Light refreshments can also be purchased from the Farm Shop. Snacks are available during the summer and at weekends in the Old Dairy Snack Bar, which has been developed to service the Courtyard.

When visiting the Cook Shop you will find kitchenware and pottery to suit everyone's taste. Bridgewater Pottery, Dunoon China, Portmerion, Ulster Weavers aprons and accessories are stocked and sold. If you are looking for a cookery book or a pepper pot it can be found alongside superb decanters, fine glasses and many other items.

Amerton Craft Centre sells gifts and decorative items for your home and garden. This is a large retail area, which sells an extensive range of soft furnishings and interior gifts. They are specialist suppliers of Aromatherapy products, candles and silk flowers. The Craft Centre has a range of stencil and stamping products and offers courses in these and other crafts. Farmhouse fabrics can be found in the Craft Centre and provides a vast array of fabrics from around the world. Quilting groups travel from far and wide to visit the site and purchase materials and fat quarters.

The Toy Shop and Nursery Corner are also situated in the Craft Centre and have a massive selection of good quality toys for all ages. If you are looking for that very special gift you need to look no further as they specialise in offering toys with a difference. The Nursery Corner has been specially designed to provide that unique present

for a newborn baby. They pride themselves on having very special gifts that are not always available on the high street. Cards and wrapping paper are also available.

The Windmill Playbarn is an indoor adventure play area, which is great fun for children. A height restriction of 1.4 metres applies. You will discover a tractor track, rope bridge and barn on stilts connected with raised walkways. The Playbarn also has two bouncy castles. Children's parties are held in either the Playbarn or the Party Room with traditional party food and a choice of activities.

Senior Citizens Discount Day is on a Tuesday and Toddlers Discount Day is on a Friday during term time only. A card is issued which entitles the holder to a discount of 10% in designated areas.

The Belfry Conference Room is ideal for meetings, conferences or workshops and will seat 20 delegates boardroom style or 45 delegates theatre style. Food can be supplied or delegates can eat on site.

Moyra McLaughlin, Operations Manager said, "We welcome visitors from all over the country, in fact many foreign visitors arrive on site and often stay for Bed & Breakfast. We also appreciate the custom from the local communities who regularly shop in the Farm Shop and Bakery."

There are several independent businesses on site, which make up the Amerton Farm experience.

The Bakery was established in 1987 and all the baking is done on the premises using fresh produce and traditional recipes.

Celebration Cakes produce exquisitely decorated cakes for weddings, birthdays and special events. Decorated by their exceptionally talented staff. The Sweet Shop has delicious fudge made on the premises and sold alongside traditional sweets and handmade chocolates.

Amerton Garden Centre is unique, a place where you can be assured of receiving a personalised shopping experience, whether you are looking for ideas, inspiration, advice or anything else garden related.

The Studio Potter produces a wide range of hand thrown pots for gifts and domestic wares. There is a Pot Painting Studio for both children and adults.

The British Wildlife Rescue Centre provides care and rehabilitation to sick and injured wild animals and birds. You can take a pleasant stroll around their centre and see their wide variety of birds and animals.

Amerton Railway is home to Stafford's own steam engine "Isabel". On Sundays between Easter and the end of October train rides can be taken using this old form of steam transport. In the summer on Saturdays there is a diesel train service. To round off the year the Railway operates a Santa Special.

The Farmhouse provides first class Bed & Breakfast accommodation for people staying in the area. Also based in the Farmhouse is a Complementary Therapy Centre. Essential oils for use in pregnancy and labour are also available from the centre.

Hot air balloon flights are held in conjunction with Virgin Balloons and take off from Amerton Farm.

Julia Usher Jewellery specialises in being able to supply contemporary jewellery, which is distinctive but affordable. She also specialises in silver.

There is a Glass Studio on site, where you can see a Glass Sculptor at work. He produces beautiful handcrafted glasswork, which can be designed and created while you wait. Also in the Glass Studio is a designer and restorer of stained glass. The stained glass is traditionally crafted to fit your requirements.

Eunice Finney, General Manager said, "We endeavour to employ local people to help sustain the local rural economy. Our busiest period is during the summer holidays when our staffing levels can exceed over 100 employees; many of these are part-time staff and students.

Amerton Farm & Craft Centre is open every day of the year except Christmas Day, Boxing Day and New Year's Day. The opening hours are 9.00am-5.00pm Christmas to Easter and 9.00am-5.30pm Easter to Christmas. General admission and car parking are free.

Eunice Finney, General Manager
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