

Hayes Machinery:

A Rural Enterprise Exmoor business case study



Hayes Machinery is a family run business specialising in the sales, service & repairs of garden machinery, ATVs & trailers.

Hayes Machinery was founded by James Hayes in March 2012 at its current location just outside of South Molton on the edge of Exmoor, with the ambition to really be there and support their customers, from supplying the correct machine for their needs, right through to the after sales service provided.

Hayes Machinery has been able to provide exemplary service to the people of Exmoor and those customers further afield.

Not only do Hayes service the entire Moor, their specialist, trained staff, currently at 12, are people of Exmoor.

Although their premises is based just outside of the boundary, it is a regular trusted hot spot for the domestic home gardener, farmer, small and large scale foresters and many more local businesses across Exmoor.

Benefits and challenges of working on Exmoor

Benefits

James believes his business benefits from being based on Exmoor for several reasons

- Exmoor offers a "nicer way of life" allowing a good, work/home balance.
- Exmoor offers a broad customer base from local farmers and land management businesses to domestic local people and settlers.

Challenges

Some of the challenges they face running their business on Exmoor are such things like

- Access is a big hindrance when delivering large machinery across Exmoor.
- Customer numbers per square mile is much lower than in other parts of the country.

Aspirations and advice

Aspirations

“We have many aspirations, goals and projects planned over the next 3-5 years and trick is never to give away your next move.”

Advice

“Our advice for other Exmoor businesses would be make sure the location works for your target market and not just for you. Whether that be for meetings, deliveries, commercial facilities, transport or staff. Convenience is everything these days and Exmoor is no exception.”

