

- Membership**
- Log-in
  - Sign Up
  - Forgotten Password
  - Email Newsletter
- News »**
- Stevenage Boro »
  - F1 Racing »
  - Rugby World Cup »
  - Other Sport News »
  - Advertising »
  - Get In Touch »
  - E-Edition »

- This Week's...**
- Business News
  - Letters
  - Columns
  - Videos
  - Photo Galleries
  - Competitions
- Notice Board...**
- Homes For Sale
  - Job Vacancies
  - Car Reviews
  - Weddings
  - Announcements
  - MMS Greetings
  - Missing Pets
  - Lost Friends
  - Family Tree Research
- Local...**
- Sports Awards
  - Community Awards
  - Ex-Pats
  - Reader's Photos
  - Information Desk
  - About Hertfordshire
  - Out & About
- Entertainment...**
- New Local Music
  - Music and Gigs
  - Lemonrock Gig Guide
  - At the Movies
  - Comedy and the Arts
  - Staying In
  - Poker Corner
- Interactive...**
- Halloween Special
  - The X Factor
  - Big Brother 8
  - Harry Potter
  - Blogs
  - Quiz Time
  - Web Sudoku
  - Message Boards
  - Dating
- Extras...**
- Travel Offers
- Events...**
- Herts24 Web Awards
  - Business Awards
  - Recruitment Awards
- Publications**
- Health24
  - Right Choice



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**25 October 2007**

EDITORIAL - editorial@thecomet.net

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Harriet Kelsall

DOES a business have to be in the middle of a village, town or a city to be successful?

If you listen to farmer Matthew Hale and jewellery design company owner Harriet Kelsall then the answer is a firm 'no'.

Matthew and Harriet went into partnership three years ago after Harriet Kelsall Jewellery Design expanded too rapidly to remain in its Weston premises.

So Harriet upped sticks and moved into a newly converted barn at Fairclough Hall Farm, Halls Green, which is run by Matthew and his father Richard.

The partnership has served both parties well; Matthew and Richard receive extra income to help him run the farm and Harriet's business has expanded to the point where she now employs over 30 staff.

Matthew said: "We began converting barns in 2002 because we needed to. Farming was going through a period of depressed prices and we needed to diversify.

"We have six buildings which have been finished and some of them have multiple tenants. We have 12 in all.

"It's been a success from the start."

Matthew has a variety of companies leasing out the barns, from graphic and web designers to quality management companies and, of course, jewellery designers.

"What we have found is that web-based businesses can excel out in the countryside because they do not really need to be on the high street," Matthew said.

"They do not rely on footfall and people coming through their doors.

"People like the environment around here. It's relaxed and quiet and a lot more peaceful than the centre of a town."

Matthew and Richard have one remaining converted barn which has not yet been converted so if you are interested then give the farm a call on 01462 790077.

As for Harriet, the business relationship with Matthew is just as beneficial.

Harriet said: "We're doing well and it goes to show that businesses in rural areas can work. They don't all have to be based in a town centre to survive.

"We do rely a lot on our website because signage is an issue. We're not allowed to put lots of signs up directing people to our business and we only have one sign up and that is in Weston."

Harriet added: "The barn we rent was converted especially for us. They had the planning permission but weren't going ahead with the conversion because they didn't have a tenant.

"Then we met at a drinks party and were able to tweak the design to our liking and so the interior



Harriet's offices at Fairclough Hall Farm

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was designed to match our jewellery design style - a meeting of the classic and the contemporary."

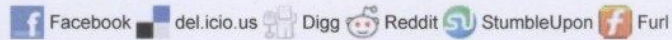
The barn is one of five currently up for the Country Landowners Association centenary buildings awards.

For more information on Matthew and Harriet's businesses, visit [www.faircloughhall.co.uk](http://www.faircloughhall.co.uk) and [www.hkjewellery.co.uk](http://www.hkjewellery.co.uk)

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