

Lees bij de volgende teksten steeds eerst de vraag voordat je de tekst zelf raadpleegt.

Tekst 9

Dream pub or first novel the facts behind those fantasies

The rural B&B

The fantasy: A guest house somewhere in the hills.

The facts: The English Tourism Council talks of this being the 'dream business', although as the ETC goes on to say, the failure rate of new entrants to the tourist industry is high, with one in four people selling up within three years.

Regional tourist boards offer help, with some areas (such as the West Country) being particularly well resourced.

The ETC produces a guide to the sometimes complex legal side of hotel and guest-house life. In general, the rules become much tighter if you are providing accommodation for six guests or more.

The telecottage

The fantasy: A high-tech centre in a rural area, linking your community to the information highway.

The facts: Britain has a network of more than 100 telecentres, often in small towns or rural areas. (The original 'telecottage' tag is now considered rather whimsical and the Telecottage Association calls itself simply the TCA.)

Most telecentres are launched with some element of public funding, and survival once the initial grants disappear can be a challenge. Telecentres typically provide a mixture of IT training, bureau services and small business support, with training often the most important element (sometimes helped by EU regional assistance or social funds).

The TCA's *Teleworking Handbook* (£19.95) provides a number of case studies, as well as financial projections for a would-be telecentre. Call 0800-616008 for details.

Small holding

The fantasy: A healthy lifestyle producing healthy food.

The facts: According to the Soil Association (SA), current organic farmers tend to be a helpful bunch, and a visit to one or more farms is recommended.

The SA offers technical advice to members and runs seminars. Specialising may be the answer: The SA says there is currently considerable interest in producing organically grown herbs, which, it points out, can be suitable for those with limited amounts of land.

The Government's Organic Conversion Information Service helps both existing farmers and new entrants who are converting land to organic farming. Call 0117 922 7707 for an information pack. There are limited grant and consultancy schemes.

Novel

The fantasy: Writing a first novel that takes the world by storm (or, let's be realistic here, at least gets published).

The facts: literary agent Carole Blake of Blake-Friedmann quotes a survey which suggests that only one novel in 2,000 is published, adding: 'I think that's generous.' Her own agency receives between 15 and 30 unsolicited manuscripts a day, and the so-called slush-piles in publishers' offices can be enormous. HarperCollins, for example, reports 200-300 unsolicited manuscripts a week in the fiction department alone.

The publishing industry has changed dramatically in recent years, and most imprints are part of large publishing companies or conglomerates. Increasingly, publishers are using agents to

find new talent, so it can be harder for new writers to find an agent than a publisher. Agents typically take a 10 or 15 per cent cut.

Craftsperson

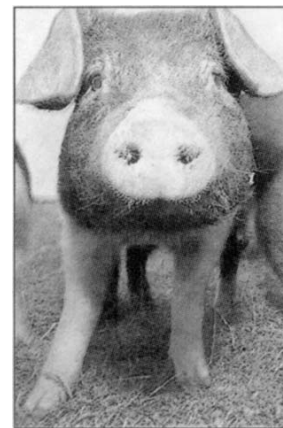
The fantasy: Selling your own hand-produced crafts

The facts: The Crafts Council reckons that about 25,000 people earn at least a part-time living as craftspeople. For most people, the financial rewards are low: typically between £10,000-£20,000, though the council knows of some craftspeople who earn more than £250,000 a year.

The Crafts Council aids the so-called contemporary crafts, including furniture making, jewellery making, ceramics, textiles, musical instrument-making, metalwork and glass. For the lucky few, those who have been working for less than two years and whose work is considered innovative and of high quality, there are small setting-up grants available. Other support may be available through regional arts boards.

The country pub

The fantasy: A traditional English local in a village.



Pigs or pints

The facts: The most profitable pubs are usually run by managers employed by breweries or pub-owning companies. If you don't want to be a manager, you have three choices: a short-term tenancy (usually three years), a longer lease from a pub chain, or buying your own pub.

Tenants do not necessarily need much capital – perhaps, £10,000-£20,000. On the other hand, successful tenants risk seeing their tenancy charge reviewed upwards after three years or the imposition of a manager. Longer leases offer lessees fewer (or no) brewery ties, but more risks.

About one pub in three is owner-run. A good place to look for pubs on the market is the Monday edition of *The Licensee* magazine. Purchase price depends on the state of the building and the business.

If you buy a free house, you can borrow capital from breweries in exchange for a tie on drinks (a loan tie). Iain Loe of The Campaign for Real Ale offers a tip: tie on mass-market lager and stay free for draught beer.

The Pubcan's Handbook, edited by Ted Bruning (£15), is a useful resource.



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Lees bij de volgende opgaven steeds eerst de vraag voordat je de bijbehorende tekst raadpleegt.

■ Tekst 9 Dream pub or first novel

In het kader van je loopbaanoriëntatie raadpleeg je het krantenartikel *Dream pub or first novel – the facts behind those fantasies*. Je bent geïnteresseerd in het boerenbedrijf.

- 1p 41 Bevat het artikel hier informatie over? Zo ja, noem het kopje waaronder deze informatie staat.