

Diversification and Marketing Report

On behalf of:

Ms Tamsyn Hutchins

In respect of:

THE SITING OF TWO GLAMPING PODS TO SUPPORT
AN EQUESTRIAN TOURISM ENTERPRISE
AT NEW BARN STUD,
WIDEGATES,
LOOE
PL13 1PZ

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www.daviesrural.co.uk

Prepared by:

Yvonne Davies BSc (Hons) MRICS

Email: yvonne@daviesrural.co.uk

Tel: 07792 761168

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1.0 SUMMARY

- 1.1. The application relates to the siting of two glamping pods at New Barn Stud, Widegates, Looe PL13 1PZ for use as holiday accommodation as part of the existing equestrian business on site.
- 1.2. The report has been compiled with reference to various external sources (referenced where applicable) and from direct site knowledge of the author and the applicants as well market research undertaken by the applicants.
- 1.3. This application has been prepared and submitted by Yvonne Davies who is a rural surveyor and planning consultant with the relevant planning experience and expertise in relation to this type of application.

2.0 DISCLAIMER AND LIMITATIONS

2.1 Davies Rural Property Consultants are a specialist practice of Chartered Surveyors providing architectural and planning consultancy to rural landowners and in relation to properties located across the South West of England.

2.2 Davies Rural Property Consultants have a wide range of experience dealing with rural planning and related matters in behalf of Private Clients. The company is based in the South West of England and has a great deal of experience in dealing with planning and design issues on sites across the region.

2.3 Davies Rural Property Consultants has prepared this report for the sole use of the named client or clients in accordance with our terms and conditions under which all of our services are performed. It is expressly stated that no other warranty, expressed or implied, is made as to the professional advice included in this report or any services provided by us.

2.4 This document and the information have been prepared in good faith for the purposes of seeking the consent described above - Information contained within this report document has been obtained from a variety of sources including statutory record, generally available public information, third party supplied information and through personal correspondence with the applicants.

2.5 Whilst we undertake to avoid the inclusion of erroneous or inaccurate information, any errors or omissions (no matter how minor) should be reported immediately to the author (see front page for contact details). Any apparent errors will be given appropriate consideration and/or revision as may be required. While every effort has been made to ensure accuracy, information obtained from third party sources has not necessarily been independently verified by Davies Rural Property Consultants. Where apparent errors or omissions arise from extrapolated / third-party information, these issues should be taken up with the respective parties, however Davies Rural Property Consultants should be notified and all copied in on any correspondence which may affect the validity or veracity of this application.

3.0 INTRODUCTION

- 3.1 This statement is provided in support of a planning application for the siting of two equestrian glamping pods at New Barn Stud, Widegates, Looe PL13 1PZ in connection with a proposed equestrian performance training camp. The application site forms part of an equestrian stud and training facility for sport horses in association with the applicants business which involves training and competing horses at the equestrian discipline of three-day eventing as well as training young riders who are aiming to compete at the top end of the sport.
- 3.2 The site is situated close to the village of Widegates, approximately 5.3 miles to the north of the town of Looe and 4.4 miles to the east of the market town of Liskeard in East Cornwall. The site is currently used as grazing land and is located on the edge of the access track to the main equestrian yard at New Barn Stud.
- 3.3 It is anticipated that this statement will provide information regarding the target market for the proposed equestrian holiday use. It will also identify the likely impact on the existing business onsite along with any effect it may have on similar businesses in the locality.

4.0 The Existing Business Onsite & Proposed Diversification Enterprise

- 4.1 The existing business at New Barn Stud was set up by the applicant when she purchased the property in.... Prior to this she had established a successful career as a young rider having ridden for Great Britain on a number of occasions and being a medal winner for her country.
- 4.2 After purchasing the property, the applicant undertook a number of improvements to the site including developing an Olympic size sand school, a 5 horse walker, 24 modern stables including foaling and stallion boxes and a cross country training field.
- 4.3 The applicant began a successful breeding program at New Barn Stud by crossing her top competition mares with the best eventing stallions to produce quality youngstock. She then went on to produce these young horses for top level competition. Producing and selling top competition horses now forms a fundamental part of her business at New Barn Stud and she has an ambition to develop this further in the future.
- 4.4 Although it can be lucrative, the breeding enterprise is a more long term income stream as it is difficult to maintain a consistent return on a regular basis from this side of the business. Each young horse takes time to produce and must be consistently trained and competed in order to build on their education. The period of time required to achieve the correct level of training in order to be suitable for sale, is down to each individual horse and it is therefore difficult to predict the point in time when the animal will be ready for sale. Maintaining a reputation for producing well adjusted and educated young horses is an important part of establishing a successful business of this type. For this reason, it is a process that can not be rushed or accelerated. In addition, predicting the likely potential of each animal at the outset and therefore their end value, is also difficult as they are all individuals with different strengths and levels of talent in the three different disciplines required for three-day eventing. Therefore, although it can sometimes yield very good returns the income stream from this side of the business tends to be inconsistent and unpredictable.

4.5 To balance the income to the business, the applicant has established herself as a coach and trainer to aspiring young riders who are aiming to achieve similar success at the top end of the sport. This enterprise provides a more consistent income stream to the business to assist with its day to day running costs. Riders visit New Barn Stud with their horses where both horse and rider are trained by the applicant.

4.6 Due to the fact that the applicant trains a number of talented young competition riders, some have to travel long distances to train with her at her base in East Cornwall. The applicant took the deliberate decision to establish her yard in Cornwall and is passionate about establishing a top class training facility in the county in order to put it on the map within the sport. As part of this ambition, she has been successful in establishing an annual British Eventing show at the nearby Port Eliot Estate which attracts top competition riders from all over the country. As part of the project which forms the basis of this planning proposal, the applicant hopes to give riders the opportunity to come and enjoy this part of Cornwall whilst availing of top performance training for themselves and their horses. It is also anticipated that this will provide an additional income stream and a boost to the training side of the business as it would allow those training with the applicant to stay in the area and train over a number of days.

5.0 Estimated Return on Investment

- 5.1 A spreadsheet showing a sample pricelist and estimated return on investment is attached at Appendix III.
- 5.2 The sample price list illustrates the pricing schedule for the proposed enterprise. This incorporates the applicants existing pricing for training with some added prices for overnight stabling, hay or haylage and shavings if required. The price per glamping pod per night is also included.
- 5.3 The estimated return on investment is based on a three-night stay per rider assuming each rider brought an average of 2 horses. This included four rider coaching sessions and one schooling session by the applicant on one of the client's horses. It also includes 3 nights stabling with some hay or shavings provided. It incorporates a three-night stay in a glamping pod. From this, running cost to include the cost of change over cleaning, laundry, booking, landscape maintenance and annual maintenance of the sewerage system have been deduced.
- 5.4 A 30% annual occupancy rate has been applied to the likely net income from the two pods.
- 5.5 The initial investment costs include the cost of purchasing and furnishing the pods, connecting services including the sewerage treatment plant and landscaping and groundworks.
- 5.6 The investment costs have been divided by the estimated annual income to provide the payback period in years. This illustrates that the payback period is likely to be three years in respect of this enterprise. Following this the income from the enterprise will form part of the income to the existing business. This will provided a boost to the businesses income stream which is the motivation behind establishing the enterprise. It is anticipated that

this will provide some stability to the existing business which will help to sustain it into the future.

- 5.7 The proposed enterprise will help to secure the employment of the applicant's existing employees. It will also allow the applicant to continue to operate her business from East Cornwall. It is also anticipated that the enterprise will bring business to the local economy. For these reasons it is considered that this proposal should be supported.

6.0 Market Research and Marketing Proposals

- 6.1 The applicant began to develop the idea which forms the basis of this planning proposal following discussion with her existing customers and those competing at the British Eventing competition which she organises on an annual basis at the nearby Port Eliot Estate.
- 6.2 The feedback she got as part of this informal market research was that riders visiting this part of Cornwall to compete and train would like to be able to stay and explore the area.
- 6.3 Her existing clients also felt that they would like to be able to stay at New Barn Stud to allow them to train for longer periods in order to be able to make some more significant progress during training sessions. Riders were happy to spend one or two nights staying in their lorry but for any longer periods they wanted somewhere more comfortable. However, they wanted to be able to stay onsite in order to be close to their horses so that they could assist in caring for them and to ensure that their existing routines were maintained. This is particularly important for top competition horses as a change in their routine can affect their performance.
- 6.4 When asked what else riders would like to do when staying over a number of days to train, the feedback the applicant got was that they would like to be able to relax in their down time by exploring this part of Cornwall such as local beaches and Bodmin Moor as well as eating out.
- 6.5 The applicant has therefore designed the proposed equestrian training camp around the market research and feedback she has received. The proposal is for two equestrian glamping pods at New Barn Stud which will also allow visiting riders to stay over-night for a number of days at a time whilst being on-site with their horses.
- 6.6 The glamping pods have been located in a secluded location within the New Barn Stud site whilst being within short walking distance of the stables and turnout paddocks.

6.7 The applicant plans to market the proposed equestrian glamping to her existing clients by mail shooting a marketing brochure to them. She has also developed a list of contacts of up and coming young riders who have shown an interest in the experience in the past through her market research or through discussing it with them when they came to stay for the British Eventing show at Port Eliot. The applicant has developed the following marketing brochure to promote the enterprise:



7.0 Similar Businesses in the Locality & Potential Impacts

7.1 As part of her market research the applicant looked into similar businesses in the area to establish what they offer. She did not want to create a tourism enterprise which offers the same experience to customers as other local businesses are already offering. She also wanted to be sure that any investment in the proposed enterprise is likely to yield a viable return and that other local businesses would not be adversely affected.

7.2 The following glamping businesses are located within 7 miles of New Barn Stud.

Name	Location	Post Code	Distance From Subject Site (by Road)	Type of Experience
New Barn Stud Equestrian Performance Training	New Barn Stud, Widegates	PL13 1PZ	0 Miles	Specialist Equestrian Training Camp
Looe Yurts	Looe Hill, St Martin, Looe	PL13 1NZ	3.9 Miles	Yurt glamping
Lydcott Glamping	Lydcott Lane, Widegates	PL13 1OJ	2.5 Miles	Unique Glamping Pods with a sea View
Penbugle Organic Farm Glamping and Camping	St Keyne, Liskeard	PL14 4RS	6.6 Miles	Farm Glamping Experience
Hideaway Huts	Treworrey Farm, Duloe	PL14 4PP	4.5 Miles	Luxury Glamping
Treveria Farm	Treveria Farm, Widegates Looe	PL13 1QR	3.5 Miles	Shepherds Huts

7.3 As illustrated by the above list, there are a number of existing glamping businesses in the locality. However, none of these offer equestrian facilities for riders to undertake top performance training at the same time as enjoying a glamping experience.

8.0 Conclusion

- 8.1 The applicant plans to offer a unique equestrian tourism experience to her existing customers. This will allow her established customers to stay over a number of days to train with her whilst being able to relax in their down time and enjoy all that the area has to offer.
- 8.2 The table above shows that there are no other glamping businesses in the area offering the same tourism experience as the applicant is proposing and it is therefore not considered that the subject proposal will adversely impact on any other tourism businesses in the locality.
- 8.3 As part of our research, we were unable to find any three-day event riders in the locality offering equestrian training combined with a tourism offer. It is not considered that the proposed enterprise will negatively impact on any other equestrian businesses in the area or the wider area.
- 8.4 Looking at the estimated input costs and likely return on investment, it is considered that the pay back period of three years is relatively short. This will allow the income from this enterprise to feed back into the existing business following this period. It is anticipated that this will improve the viability of the existing business and secure the employment of the applicant's employees into the future.
- 8.5 Based on her market research, the applicant anticipates that clients visiting Cornwall for training with her will take the opportunity to visit local attractions, eat out locally and as such will make a contribution to the local economy.
- 8.6 On balance, it is considered that the subject equestrian glamping enterprise is likely to form the basis of a viable enterprise and therefore should be supported.

**Appendix I– Estimated Return on Investment Figures
(PRIVATE & CONFIDENTIAL)**

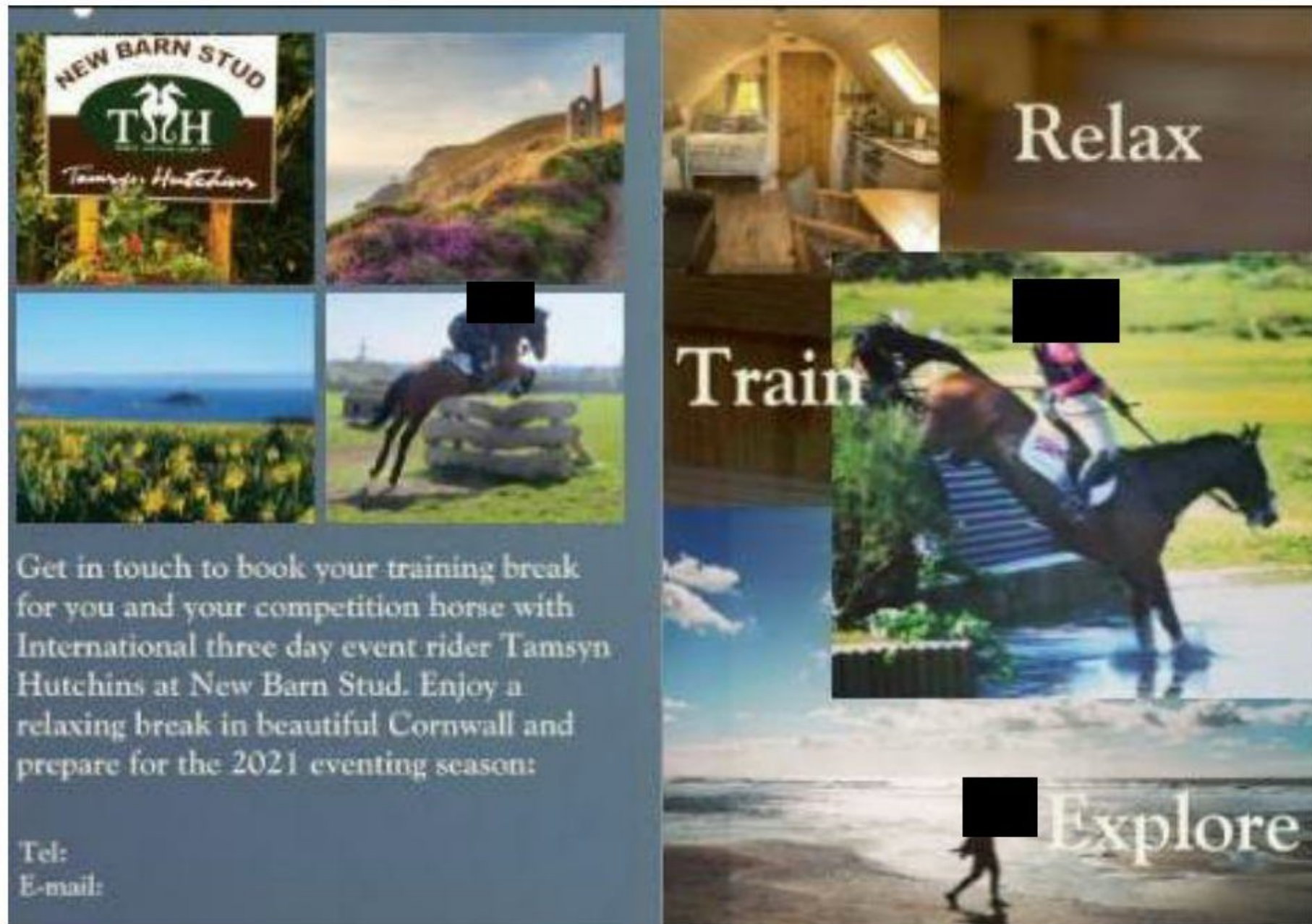
Appendix I – Estimated Return on Investment Figures (PRIVATE & CONFIDENTIAL)

Equestrian Performance Training & Glamping Enterprise – New Barn Stud

<u>Sample Price List:</u>	
Rider coaching per hr	
Horse training/ schooling per hr	
Overnight stabling	
Haylage/ hay	
Shavings	
Glamping pod/ night	
<u>Estimated Return on Investment:</u>	
<u>Sample Income Per Stay:</u>	
(Assuming 3 nights with 2 horses)	
Rider coaching	
Horse training/ schooling	
Stabling	
Hay and shavings	
Glamping pod	
Income per pod per week	
Total income from two pods	
Less running costs	
Net Income	
Income Per Annum @ 100% Occupancy	
Income Per Annum @ 30% Occupancy	
<u>Investment:</u>	
Purchase x 2 pods	
Services	
Landscaping and groundworks	
Payback period in years	

Appendix II – Marketing Brochure – Proposed Business

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The brochure is a vertical layout with a dark blue background. It features several images: a sign for 'NEW BARN STUD TSH Tamsyn Hutchins', a coastal landscape with a lighthouse, a rider on a horse jumping a fence, a rider on a horse in a field, and a person walking on a beach. The words 'Relax', 'Train', and 'Explore' are written in white serif font over the images. There are also several black redaction boxes.

NEW BARN STUD
TSH
Tamsyn Hutchins

Relax

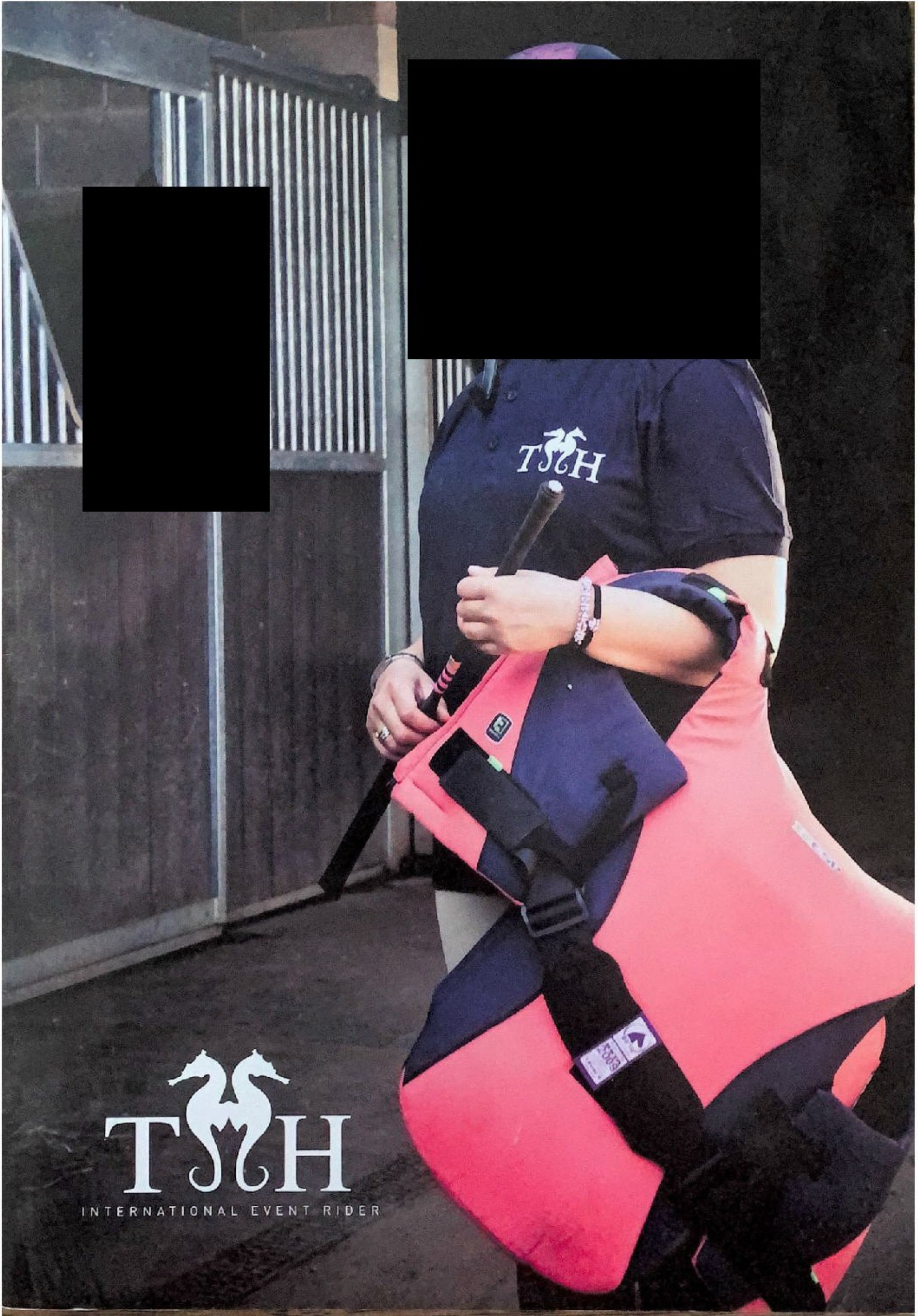
Train

Explore

Get in touch to book your training break for you and your competition horse with International three day event rider Tamsyn Hutchins at New Barn Stud. Enjoy a relaxing break in beautiful Cornwall and prepare for the 2021 eventing season:

Tel:
E-mail:

Appendix III – Marketing Brochure – Existing Business




INTERNATIONAL EVENT RIDER

The story so far...

My ambition to represent Great Britain started from the very young age of 5. I spent the entire time thinking, talking, dreaming and drawing ponies and horses.

After a donkey ride and couple of pony rides I was more determined, I went to the local riding school for lessons. After a year of riding I managed to persuade mum and dad to buy me a pony, a shaggy Shetland called Dribble.

So it began, Mum's lawn has never been the same again.

The banks of our garden became my first cross country course and dressage arena. I moved onto a bigger pony called Eclipse and spent most of my time either being run off with or on the floor, he was the best pony ever as he taught me to ride and stay on.

I joined the local pony club and struck up a friendship with Holly, her mum (Linda) was an event rider and Holly and myself were guided by her. Linda helped me enormously along the way and still follows me today. I became a very competitive Pony club member and represented all the Pony club teams to top area level from age 10. This propelled me into British Eventing.

I have been a member of 6 British teams, winning 3 medals. There will be more. To pursue my target of the 2016 and 2020 Olympics I have a good string of horses at all levels that make up my successful team. I have now set up my own yard about 1 mile from my home and have excellent facilities including:

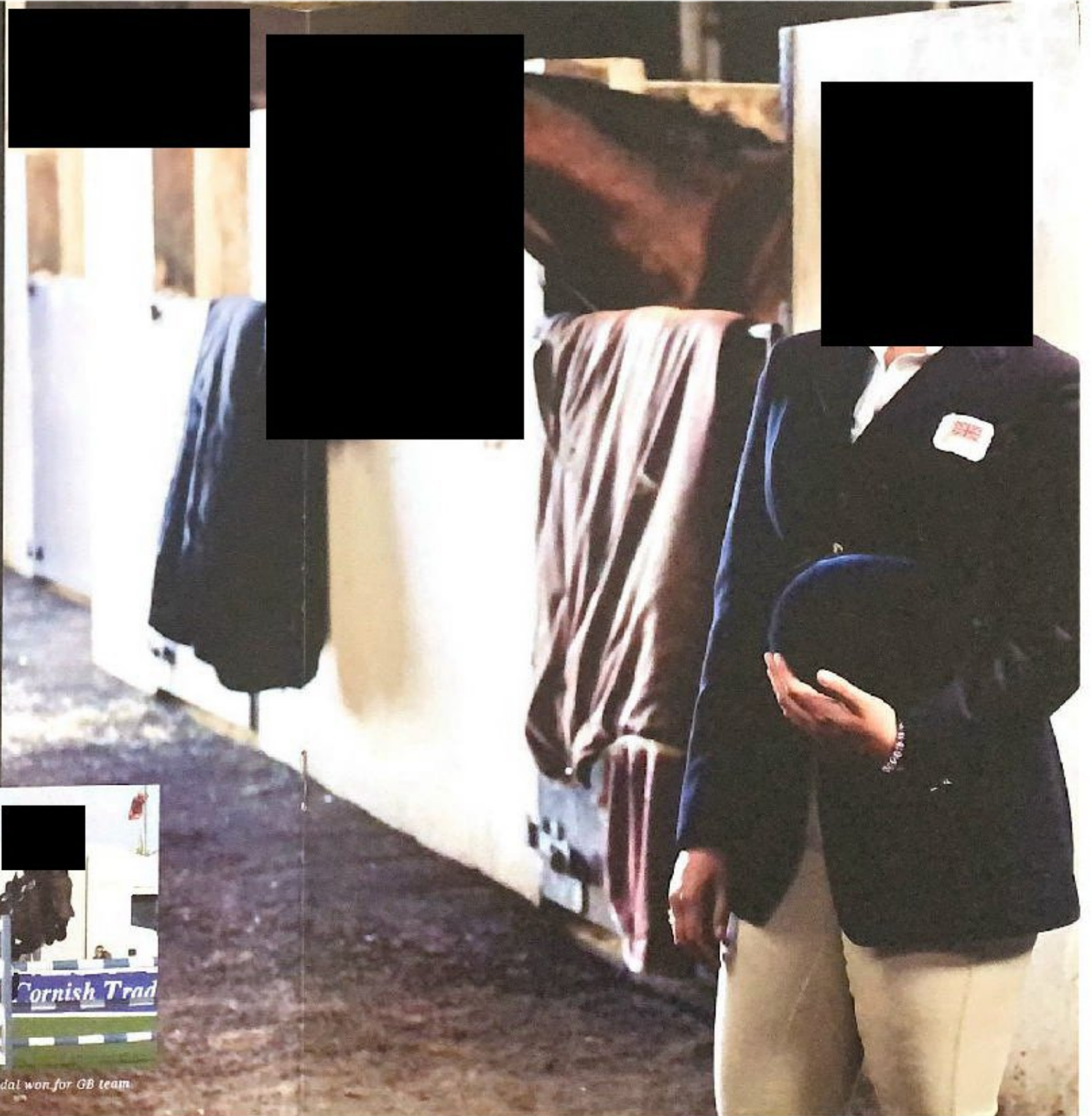
- Olympic size sand school
- 5 horse walker
- 24 stables
- Cross country training field
- 25 Acres facility

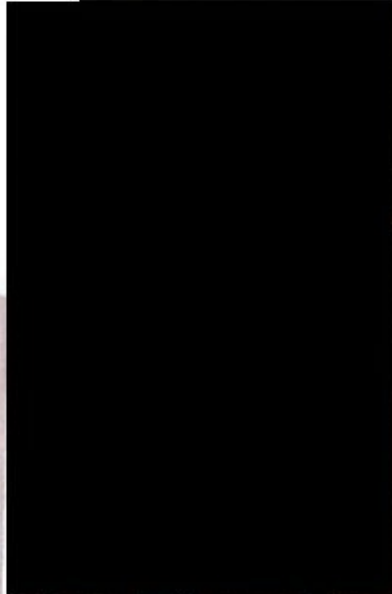


Championships, Portugal



Another medal won for GB team





Achievements to date

2001

Pony European Championships (Spain)

2002

British Pony open Championships

Pony European Championships (Germany) Bronze medal

2003

Junior Europeans (Czech republic)

2004

Junior Europeans (Italy) bronze medal

Best U25 at Windsor horse trials

2005

Young riders (South Africa) silver medal

2007

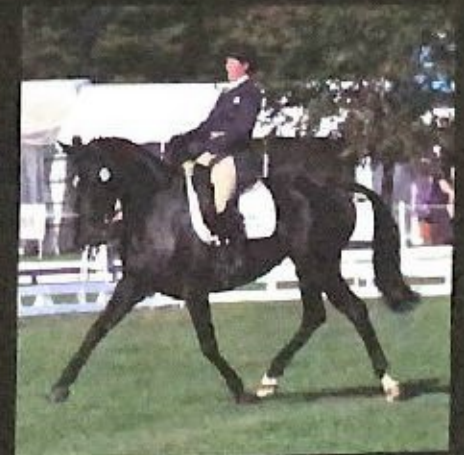
British open champs

2010

Burghley

2011 - 2013

Many wins at national competitions, including international success



TSH

INTERNATIONAL EVENT RIDER



Telephone: 07966 788408

e.mail: tamsynhutchinseventing@hotmail.co.uk

www.tamsynhutchinseventing.com



6 X British Team & 3 X Medal Winner