

## **Business plan for the regeneration and growth of Pond Hall Farm.**

### **Why?**

Begin to re-establish Pond Hall Farm, as a highly diverse family farm. For 35 years, pond hall farm has been run, maintained and upheld by elderly farmers. For the first time in a generation, the option is there for a young, keen and highly motivated family member, to re establish Pond Hall farm and livery yard as a market leader in the area.

Specialising in a well-resourced facility that will eventually offer American stables and a floodlit outdoor menage. Something that is unique to the area.

Rejuvenating the family name across farming, and to set up a highly successful business that allows generations to continue to maintain. Retaining a diminishing culture in agriculture.

### **Who will be the target market?**

- Restaurants / Café's
- Local community via our own small farm shop.
- Agricultural / Equine community for Hay reselling
- Horse owners with the equestrian facilities

### **What resources do we have to work with.**

#### Land

64 acres. Divided into:

- 3.2 hectare of grazing
- 1.7 hectare of community allotment / market garden
- 4.77 hectare of hill field south (agriculture)
- 1.45 hectare of hill field north (agriculture)
- 14.8 hectare Burnt house farm (agriculture)

#### Machinery

- Ford 6610 series tractor with front loader. (topper, plough, harrows attachments)
- Massey Ferguson 35x series tractor. (harrow and plough attachments)
- Massey Ferguson 230 series tractor with front loader.
- Kubota ATV
- Kubota kx61.3 Digger. (3 buckets, flail attachment, post knocker and breaker)

#### Buildings

- Corn/Grain Store - 2000 ft<sup>2</sup>
- 2 hay/straw storage barns - 4150 ft<sup>2</sup>
- 2 hay/straw storage barns - 2900 ft<sup>2</sup>
- 4 stables for Ponies
- 9 stables for horses
- 1 disused dairy - 1000ft<sup>2</sup>

- 1 disused granary – 495 ft<sup>2</sup>
- 3 shipping containers used for storage.

### **What is going to generate the income?**

- Horse liveryes (continued)
  1. Pony Liveryes.
  2. Horse liveryes
  3. Sand school/menage
- Agriculture.
  1. Hay/Straw
  2. Oil Seed Rape
  3. Market Garden/Community allotment (various vegetables)
  4. Oyster Mushroom.
- Bees.
  1. Pollination of own crop.
  2. Pollination services external.
  3. Honey.

See Annex A for full Breakdown.

### **How Much?**

Horse liveryes

Agriculture

Bees

Market garden/allotments.

External storage

### **Timeline**

See Annex B

### **Where will the funds come from?**

Livery yard.

Many of the assets and infrastructure is in place. The livery yard runs itself, but the expansion of the ménage will be built organically over time by myself using equipment and machinery we have. The conversion of a barn for an indoor American style stable will be built, again, utilising equipment we have in situ already and my personal skillset.

Cost implications for menage will involve:

- Lighting
- Media for the floor
- Post and rail fencing
- Drainage

Cost implications for American style stables will involve:

- Timber

- Lighting

Funding here will primarily be from the income from the current liveryes. The growth over the following 12/24/36/48 months will facilitate the steady infrastructure adaptations.

#### Agriculture.

Akin to the Livery yard, a vast majority of the infrastructure and machinery is already in possession of the farm. We have multiple tractors and farming machinery to maintain the level of farming desired in the first 12/24/36 months.

Externally, costing will entail harvest which will be contracted. As the farm is currently 100% contracted agriculture, there will be a vast annual saving.

#### Bees

The aim would be to set 3 hives up within the first 12 months (seasonally dependant). This has an initial outlay of approx. £1000-£1500. From this growth would be tweaked and tailored to meet specific requirements. If the pollination contracting was something of substantial growth, then more hives would be established over the coming years.

#### Allotment/Market garden.

Initial outlay here would be very minimal. Primarily land preparation would be the primary expense, but this comes in a majority of labour as opposed to financial expenditure.

Once plots are established, then an infrastructure would be developed. Support assets here would consist of:

- Large shed to be used as the shop itself.
- Watering facility

Security of the site would also be a concern to address, however with the location of this site being in the vicinity of the proposed dwelling, presence and overlooking security would be established.

Oyster mushroom production is another diversification to be considered. Production and incubation periods are swift and under 4 weeks. The value of the crop demands a firm price and the welfare required for production is minimal.

#### External storage.

Over time, I will be purchasing second hand containers, to be used as storage for local businesses and tradesmen. A fully in demand, and very popular form of residual income, these could prove to be a stable stream of finance.

### **Conclusion**

The above business plan formulates a full structure for how I intend to grow the current business to a new level of productivity.

As it stands, the farm itself is one directional and subcontracted out due to the ageing current owners, however, utilising the in situ machinery, diversification and development of

the infrastructure, and a youthful desire to build a generational business, offers huge potential to bring itself back into a modern era of agriculture.