

Business Plan for the Diversification of Tars Farm Ltd



OWNERS

Mr & Mrs Paul Voller

Tars Farm Church Lane

Barnham

Bognor Regis

West Sussex

PO220DB



Commercial in Confidence

Final version 1.0

1

1. Introduction

The purpose of this document is to outline the business case for the diversification/ expansion of the Tars Farm Ltd business entity by incorporating a newly formed stud farm service (within its existing livery business unit) and further diversify the farm by converting the existing derelict barns into holiday/residential unit(s).

2. Document Purpose

This document provides a narrative to support the business financials (available upon request) and outlines how the new entities will:-

- be structured to include its new business entities
- maximise the business opportunities afforded by the farm diversification
- explain how the diversification/expansion will positively impact the local community
- improve the outlook of the locality
- detail the financial model that will underpin the success of the business

3. Background

3.1 History

Tars Farm is situated in the South Western part of the village of Barnham, 8 miles east of Chichester West Sussex. The farm was originally a working dairy farm owned by the local parish church and formed part of the original Church Farm Estate.

In 1947 the farm was sold by the church to a local farmer who continued to operate the farm as a dairy farm utilising the barns sited within the 33.49 areas of land.

In 1954 the farm was broken into smaller lots of land and sold to three separate owners.

In 2000 the Tars Farmhouse together with 1.8 acres was purchased by Mr & Mrs Voller who currently reside in the property.

In addition to the older barns, in 2011 a new stable block complex comprising of 5 stables, wash area, tack room and hay store was constructed for personal use.

In 2011 the 33.49 acres was marketed via Henry Adams for sale. Due to access constraints (Mr and Mrs Voller own the access) and the locality of the barns this marketing was unsuccessful.

In July 2012 a pre application (ref PAA/61/12/) for the conversion of the barns (with rebuilding of Sussex barn) to form an equestrian business, tourist accommodation and associated residential accommodation was submitted to ADC for comment.

In August 2013 the 33.49 acres of land adjoining Tars Farmhouse together with a range of barn buildings was purchased by Mr and Mrs Voller the owners of Tars Farmhouse.

Commercial in Confidence

Final version 1.0

2

In 2013, following successful planning applications for a land change of use to Equine/Agriculture and the introduction of a sand school, the Tars Farm Equestrian business entity was successfully expanded.

3.2 Location Overview - Current and Future

Currently the property comprises of the following:-

3.2.1 Tars Farmhouse

A four bedroom, three reception room house that has undergone significant refurbishment since its purchase in 2000 by Mr and Mrs Voller.

Within the 1.8 acre residential curtilage are sited two barns which are currently used for general storage and the storage of hay.

In addition to the older barns, in 2011 a new stable block complex comprising of 5 stables, wash area, tack room and hay store was constructed for personal use.

This residential property is currently accessed via a chalk based gravel driveway from Church Lane, which is owned by the current business owners Mr and Mrs Voller.

3.2.2. Land and Tars Barns

Adjoining Tars Farmhouse is an area of land comprising of in total 13.55 hectares (33.49 acres) or thereabouts of which 10 acres is currently rented out to horse owners for grass livery.

The other 20 acres of agricultural land is used for hay production (generating an annual yield in the region of 2000) bales of hay) and sheep farming (80 yews). The hay is sold on the open market and the yews are nurtured for lambing.



Within the confines of this land are a range of disused agricultural barns comprising -

- a. a concrete block barn under a tile roof measuring 12m x 6.3m
- b. a brick and flint barn under composite slate roof measuring 10.3m x 5.5m
- c. an open-fronted barn constructed of timber under a galvanised roof measuring 6.2m x 7.2m
- d. a concrete block barn under asbestos sheeted roofing with concrete floor measuring 14.3m x 6.6m.
- e. A derelict flint barn with original foundations and partial walls
- f. Series of flint walls that originally formed the dairy (roof has collapsed).
- g. A series of pig sty buildings.

Commercial in Confidence

Final version 1.0

3

4. General Business Description

Operating from the Tars Farm location are two business entities –

- I. **Tars Farm Trading** – an agricultural/landlord business partnership owned by Mr & Mrs Voller
- II. **Tars Farm Equestrian Stud Ltd** – an equine limited company solely owned by Mrs Clare Voller from which all aspects of the equestrian business are managed.

4.1 Tars Farm Trading

This business entity currently delivers –

- agricultural services to the local market (topping, rolling etc)
- supply of good meadow hay to the local market
- renting of land for sheep grazing
- renting of land for Tars Farm Equestrian Stud Ltd.

4.2 Tars Farm Equestrian Stud Ltd

This business currently supplies –

- a supply of high quality Connemara Ponies from its partnership stud in Ireland.
- a livery service, delivering high quality day to day care of all ponies at Tars Farm, inclusive of exercise and schooling as required by the client.
- private schooling lessons for business clients using their own horses / ponies
- private lessons for general clients (using their own horses /ponies)
- informative and structured stable care lessons for parents and guardians who wish to play an active part in their children's hobby/activity.
- a breaking and schooling service of client and non client owned horses/ponies
- a horse/pony finding service which will be predominantly aimed at the supply of high end quality Connemara ponies from Ireland or horses/ponies as required by the client.

Both companies were set up in 2012 in advance of the purchase and the incorporation of the 33 acres of land to the adjoining farmhouse (completed in 2013).

5. General Equine Market Overview

Whilst the equine industry has suffered as a consequence of the recent recession, equine pursuits still remain a leading leisure activity in the West Sussex area, especially for those families in the upper end of the social economic income bands.

Commercial in Confidence

Final version 1.0

4

Research recently conducted has shown that within a five mile radius of Barnham there still remains six horse livery yards, providing various levels of livery services.

That said the recent recession has impacted on value and service that customers expect. The original Tars Farm business case took this approach into account and revenue projections have remained realistic to account for the current market conditions. The addition of a high quality Connemara pony breeding scheme, whilst enhancing the status of the Tars Farm brand, will supplement the livery business in that it will be seen to be a high end business.

6. Future Business Structure

6.1 Tars Farm Equestrian Stud Limited

Whilst sales in the general horse/pony market has seen a slight decline during the period of the recession, sales of good quality Connemara ponies to the national market continues to be strong. Tars Farm Equestrian Stud Ltd has been successfully expanding its market share in this area over the past year and is now looking to continue to expand this aspect of the business operation further by diversifying into the pony stud market.

Currently all of the Connemara ponies sold through Tars Farm Equestrian Stud are supplied from its partnership stud based in Ireland.

In the spring months, following a selective process a combination of 3 and 4 year old Connemara ponies are shipped to Tars Farm where they are schooled and produced to a performance standard that meets the current equine markets need. From Tars Farm they are then viewed, ridden, vetted and sold to perspective clients

So as to reduce the current cost base, make full utilisation of the land recently purchased, maintain greater control on the quality and supply of its Connemara ponies to the market and thus increase profits, there is an opportunity to absorb the existing Connemara breeding programme from Ireland into the Tars Farm Equestrian business structure.

This will involve the purchase and transfer of existing brood mares and young stock from the partnership stud to the Tars Farm Equine Stud business entity.

So as to accommodate this business diversification, there is a requirement to renovate a proportion of the exiting barn buildings into stabling, foaling boxes and an office from which to manage the enhanced operation.

6.2 Development required to support Tars Farm Stud

6.2.1 Stabling and Ancillary Buildings

As previously stated, Tars Farm Stud will produce high quality Connemara livestock from an established set of quality broodmares imported from Ireland.

Commercial in Confidence

Final version 1.0

5

To facilitate this business diversification there is a requirement to build additional stabling, foaling boxes, tack room, feed store and an office to support the extended business.

This will be delivered by developing the existing dilapidated milking parlour barns within the existing farm buildings into a courtyard of buildings to support the stud business. By re commissioning these historic flint buildings it enables the farm to extend in a way that would maintain the existing local character of the buildings appropriate to its location and by upgrading the infrastructure improve and maintain its visual connections with its surroundings.

It is proposed that no restrictions should be placed upon the use of these stables as in the event of spare capacity being available, spare stables could be used by the existing Tars Farm Equestrian livery clients to extend the livery services.



6.3 Business Benefits

The expansion of the Tars Farm Equestrian Stud will provide the following benefits to both Tars Farm Equestrian, Tars Farm Trading and the wider local community.

Benefit No	Benefit	Explanation
TF1	Improved income stream	- from breeding young stock as opposed to purchasing young stock from third party outside of UK mainland.
TF2	Reduce cost	- from removing the need to ship of young stock from Ireland
TF3	Increase sales -	- from creating the ability to sell quality young stock earlier
TF4	Improved product line	- from reducing the reliance on third party breeding programme
TF5	Increased market share	- from improved stock levels of young stock available
TF6	Improved reputation	- from the commencement of a new UK breeding programme
Gen 1	Improved local employment	- from generating additional employment from local area (initially Part time)

Commercial in Confidence

Final version 1.0

6

Gen 2	Improved visual aspect	- from redeveloping buildings which are currently a visual eyesore open to public view.
Gen 3	Maintain strategic gap	- from preserving agricultural land and making it a viable business proposition thus preserving and protecting open landscape and rural nature.
Gen 4	Increase local trade	- from farm diversification and the need for local suppliers to supply services.
Gen 5	Increase in local trade	- from an investment of >£112k to build the stables and associated buildings.

The newly formed Equine Stud business will operate as an extension to the existing Tars Farm Equestrian business entity.

6.4 Cost Benefit Analysis

[Available upon request]

7. Other Development required to Support Tars Farm Equestrian Stud

7.1 Relocation of Tars Farm Residence

As the value of stud livestock will be high and the well being of the broodmares and young stock would be critical to the sustainability of the business, there is a requirement for the business owners/stud assistant to be resident onsite.

This would be delivered by co-joining and converting one of the existing breeze block barns with the dilapidated Sussex barn to form a 4 bedroom residence and additional barn facilities.



It is intended that (subject to planning) this development would be commenced in Q4 2014/15 and will cost in excess of £400,000 to complete this renovation

7.2 Rationale for Development

1. To maintain overall visibility of the business operation
• Much of the Tars Farm estate is not visible from the existing farmhouse so to ensure that all stock and young stock is safe and secure, it is desirable to have good line of sight views of all livestock. • Foals are often born at night, therefore there will need to be constant access to foaling

Commercial in Confidence

boxes etc. from veterinary staff and qualified stud staff. The current farmhouse is sited within the existing house line thus noise generated from stud activities would be a distraction for the neighbours.

2. For qualified staff to be continually available to foaling boxes and foaling process

- When within the foaling boxes there is a requirement for stud staff and veterinary staff to be onsite during the foaling process therefore resource facilitates need to be available.

3. To improve security and maintain a presence on site to deter unwelcome behaviours.

- Tars Farm is located in an open space with a public footpath traversing across its fields. When sheep are not on site, a relaxed attitude to walkers / dog walkers who stray from the foot path (within reason) is tolerated. However there have been incidents of vandalism and arson which would affect the sustainability of the new business. Tars Farm wishes to maintain limited freedom to roam.

7.3 Benefits

The redevelopment of the Tars Farm Barns complex to a new residence will provide the following benefits to both Tars Farm and the wider local community.

Benefit No	Benefit	Explanation
TF7	Enhanced security to the business	- From on site location to oversee the breeding programme and general awareness
TF8	Future proof business	- From the maximisation of the land
TF 9	Increased Capital base	- From the conversion of the redundant buildings
TF10	Increased Revenue stream	- From the renting of Tars Farmhouse
Gen 6	To local residents	- From maintaining a relaxed approach to walkers and dog walkers using public footpaths from having no requirement to fence the footpath.
Gen 7	Improved local employment	- from generating additional employment from local area (initially Part time)
Gen 8	Improved visual aspect	- from redeveloping buildings which are currently a visual eyesore open to public view and a blot to Eastergate and Barnham
Gen 9	Maintain strategic gap	- from preserving agricultural land and making it a viable business proposition thus preserving and protecting open landscape and rural nature.
Gen 10	Increase local trade	- from farm diversification and the need for local suppliers to supply services feed bedding fencing etc....
Gen 11	Increase in local trade	- from an investment of >£400k to build the new Sussex barn and convert the existing barn into a residence.

Commercial in Confidence

8. Further Diversification of Tars Farm buildings

In order to maximise, utilise and improve the general outlook of the final set of the existing Tars Farm buildings, it is intended that (subject to planning) in Q4 Year 2014/15 the existing barn and flint hovel be converted to form a self-contained three bedroom holiday let that will accommodate up to six people.

8.1 Industry Overview – Holiday lets

Tourism is an important part of the local economy and local government surveys indicate that short breaks, activity holidays, visiting friends and relations and visits by people from abroad are all on the increase especially as the population within the Arun increases.

Arun's Local Plan strategic objective for tourism is:

- To create vibrant, attractive, safe and accessible towns and villages that build upon their unique characters to provide a wide range of uses and which are a focus for quality shopping, entertainment, leisure, tourism and cultural activities.

8.2 Local Holiday Lets Overview

Although tourism in Barnham and Eastergate is fairly well served from a variety of sources i.e. low cost hotels, caravan sites, static caravan sites and camping sites, the number of high quality self-contained holiday lets is limited (<15 lets within 5 mile radius).

With high profile events most of the year round at locations such as Goodwood, Fontwell, Arundel and Bognor, the demand for high quality personal holiday lets is assessed as being high. A survey conducted before this year's Festival of Speed highlighted that good quality accommodation was not available within a 20 mile radius of Goodwood, thus the market catchment is assessed as being good.

8.3 Management of the Holiday Let

It is proposed that because of the high workloads associated with running the Equestrian and farming business, the owners would not have sufficient time to conduct the day to management of this business therefore aspects such as advertising, booking management and check in/out services would be outsourced to a local specialist company.

Commercial in Confidence

Final version 1.0

9



This approach albeit a high cost option would generate additional employment within the area and allow income distribution from outsourcing the management of the holiday let to a local company.

8.4 Benefits

The redevelopment of the Tars Farm Barns complex to provide a Holiday Let will provide the following benefits to both Tars Farm and the wider local community.

Benefit No	Benefit	Explanation
TF11	Improved Income Generation	- From the income generated for letting out the holiday let.
TF12	Improved capital base	- the conversion of redundant farm buildings
Gen 12	Increased local Employment	- from the employment of staff to manage and oversee the holiday let operation
Gen 13	Improved visual aspect	- from redeveloping buildings which are currently a visual eyesore open to public view.
Gen 14	Maintain strategic gap	- form preserving agricultural land and making it a viable business proposition thus preserving and protecting open landscape and rural nature.
Gen 15	Increase in local trade	- from farm diversification and the need for local suppliers to supply services to the holiday let .
Gen 16	Increase in local trade	- from an investment of >£275k to convert the buildings.
Gen 17	Increased Revenue to ADC	- from business rates -

8.5 Cost Benefit Analysis

[Available upon request]

Commercial in Confidence

Final version 1.0

10

8.6 Rationale for Development

1. To diversify the Tars Farm Ltd business and provide additional sources of income.

- A successful farming business needs to diversify and spread its income streams across a wide range of services so as to ensure that a balanced income stream is maintained.

2. To maximise the existing farm building to the benefit of the business and the local community.

- There is a need for high quality self-contained holiday lets in the local community.
- This development provides a small amount of employment and will improve the visual outlook of the buildings.

9. Revised Company Goals & Objectives

On establishing the company in 2013 a set of objectives and goals were set to measure the success of the business, these have been further enhanced with the inclusion of additional goals (embolden) -

- To establish a small successful high quality livery business, that is a market leader in the area for supply of full equine services.
- To co-join the current residential asset base, with that of the additional land to provide a variety of options to maximise the capital assets at a later date in the business life cycle.
- To improve the standard of grazing of the new land acquisition, ensuring that it provides (as a minimum) one and a half healthy crops of grass/hay annually for sale to the local market.
- To invest in the ecological and environmental aspects of the land by implementing a planting and maintenance programme to introduce/replace trees and hedgerows thus encouraging wildlife to return, thus making the area a relaxing place to ride.
- To improve the Connemara Pony young stock currently available to the local market by introducing high quality livestock.
- To produce high quality hay at affordable prices to the local market.
- To maximise the use of the disused buildings by converting these into holiday lets

Commercial in Confidence

Final version 1.0

11

9.2 Revised Detailed Objectives

9.2.1 Year1 (FY 2013 – 2014)

(Assumes business commencement date is Apr 1st 2013)

- To have in place a new rubber/sand arena for use by the business and business clients. Scheduled for Q1 2013/14 of the business case.
- To improve the quality of the grasslands for the purpose of maximizing the hay crop in FY1. – COMPLETE
- To establish the livery business and have 2 liveries by the end of FY 2013/14 and 3 by the mid-point of FY 14/15.
- To have successfully marketed and delivered a range of services targeted primarily to the upper end of the pony market.
- To have a waiting list of clients wishing to join the business.
- To have commenced a fence building programme and commenced a hedgerow/tree planting scheme >1000m.
- To purchase a tractor and accessories that will support any expansion of the business – COMPLETE
- Commence the cutting and sale of hay to the local market (Q2 2013) - COMPLETE
- **To have commenced and completed planning application process for the diversification of the disused barns.**
- **To have secured funding for the commencement of the barn building programme.**

9.2.2 Year 2 (FY 2014 – 2015)

- To put in place a cross county training track and grass gallops.
- To have in place a minimum of 3 livery horses
- To achieve (as a minimum a breakeven point) in terms of the P&L account.
- **To have completed the build of the new stabling units**
- **To have recruited a stud assistant and commenced breeding operation**
- **To commence building of holiday lets for rental**
- **To have transferred quality brood mares to Tars Farm.**

9.2.3 Year 3 – 5 (FY2015 – 2016)

- **To have completed the holiday let build and commenced the Residential development**

9.2.4 Year 5 – 10

- To commence repaying capital aspect of the loan
- To continue the development of the business plan

Commercial in Confidence

Final version 1.0

12

10. NPFF and Local Planning considerations underpinning the Business Case

This business case has taken into and planning requirements to support the farm diversification have taken into consideration the following policies and guidance

1. The Barnham and Eastergate Neighbourhood plan
2. The ADC Local Plan
3. The National Planning Policy Framework

Ref	Consideration	
1.	Environment and Sustainability - ES 3 Design and new development should be sympathetic to Barnham and Eastergate's character. ES5 : Development proposals must maintain visual connections with the Countryside ES6: Building style must be appropriate to the visible historic and local context	All plans have taken into account both current and historical buildings. i.e. a replica Sussex barn (to the original one which burnt down) has been incorporated into the design. Materials proposed within the plan have been chosen to be sympathetic to the countryside.
1	Environment and Sustainability - CLW6: Protect Local Green Spaces - Greenfield and open spaces should be protected	Plans have been designed to incorporate the existing buildings maintaining green open spaces for farming and grazing. Hedgerows will be re-placed onto the land to encourage wildlife as the plan develops. Where possible footpaths will be left open to allow walkers freedom to roam and dog walkers the opportunity to exercise their dogs as is the current situation.
1	Community, Leisure and Wellbeing - Develop opportunities for the participation of sport and leisure activities.	Tars Farm already meets this requirement as it is home to a number of pony liveries. This development will expand these facilities and make it more accessible.
1	Housing and Design Quality - Allow small scale development	This development diversification is a small scale development of the existing footprint.

Commercial in Confidence

Final version 1.0

13

1	Housing and Design Quality - Design development so that it is sympathetic to the character of its surroundings	All efforts have been made in the design to ensure that the development is sympathetic to the surrounding building and has reference to its origins.
1	Employment and Enterprise - support opportunities for increased employment within the local six villages, Bognor Regis, Littlehampton and Chichester	The development of the derelict buildings will generate employment within the local construction community. A local builder has already been engaged to assist with the build and local ground workers have already been employed in site clearance. Current cost estimates to complete the development >£750k.
1	Employment and Enterprise - Encourage small business start ups	Tars Farm and Equestrian business's are both small start up business's and with support from the local community will prosper and become an asset to both Barnham and Eastergate.
2	Policy SP 10 - Proposals for conversion of buildings for industrial or business uses outside the built up area will be permitted provided that: 1. The building is structurally sound, of permanent construction, and capable of conversion without rebuilding or significant alteration or extension – <i>see structural survey</i> 2. The resultant building use will not have an adverse effect on the rural character of the area in respect of the nature and level of activity likely to be generated, including the resultant traffic level – <i>conversion has been planned sympathetically</i> 3. The resultant building and ancillary areas are sympathetic to its setting in terms of form, bulk and visual design - <i>conversion has been planned sympathetically</i> 4. Where the building is of historic or architectural importance, there is no adverse effect on the character and appearance or features of architectural or historic interest, internally and externally, which the building possesses, or its setting – <i>n/a</i> 5. The traffic to be generated by the new use can be safely accommodated by the site access and the local road system – <i>existing access will be used</i> 6. A structural survey may be required to demonstrate that the building is capable of Conversion – <i>Complete</i> 6. Provision for accommodating protected species identified by survey will be incorporated into the scheme – <i>Full environmental surveys have been conducted</i>	
2	Policy SP 10 - Sustainable Tourism and the Visitor Economy 1. Sustainable tourism growth for Arun requires the protection of the features that make the District attractive to visitors – <i>holiday let will form part of a rural setting</i> 2. Proposals for visitor related development will be determined by Arun's capacity to absorb	

Commercial in Confidence

Final version 1.0

14

	such growth; for Arun this means tourism growth which: - Encourages long-term visitor interest / activity; - Ensures a viable visitor economy; - Provides benefit to local people; - Extends the visitor season; and - Protects and enhances the natural and built environment of Arun.
2	Policy DM 13 - Equine Development Non-residential planning permission will be granted for horse related activities provided that: 1. It will make use of existing buildings wherever possible and ensure that new buildings and structures are of a high standard of design and satisfactorily blend into the landscape in terms of their siting, design and materials - conversion of milking parlour 2. It is well related to the existing bridleway network and the bridle network is sufficient to accommodate the scale of use from the proposed development – access to bridle way is via the local rode network 3. The associated access and parking is acceptable – ample parking has been catered for 4. With reference to the other facilities in the area, the cumulative impact of the development would not have an adverse impact on the character, appearance and amenities of the area, taking account of factors including the likely level of activity to be generated, parking and access requirements and the adequacy of the bridleway network to accommodate additional use arising from the development – buildings are sited away from adjacent housing 5. That there will be no detrimental impact on water quality – water quality will be maintained 6. Sufficient land (1-1.5 acres per horse) (37) is available for grazing and exercise where necessary to prevent overuse of the land – existing equine limits will continue to apply 7. The applicant has submitted an options appraisal, to demonstrate that the site and location is a better option for the proposed development than the alternatives – see business case narrative 8. The Council will impose conditions and/or use planning obligation agreements to ensure should the equestrian use cease, the land must be left capable of being restored to a productive green environment. – land is being rotated to ensure that no over grazing occurs and that agricultural land is rested. 9. Developments shall also be consistent with all other Local Plan policies.
2	Countryside development – see Policy SP10 above POLICY DEV1 Conversion of Rural Buildings for Industrial or Business Uses Proposals for conversion of buildings for industrial or business uses outside the built up area will be permitted provided that:- (i) the building is structurally sound, of permanent construction, and capable of conversion without rebuilding or significant alteration or extension (ii) the resultant building and use will not have an adverse effect on the rural character of the area in respect of the nature and level of activity likely to be generated, including the resultant traffic level (iii) the resultant building is sympathetic to its setting in terms of form, bulk and visual design;

Commercial in Confidence

Final version 1.0

15

	(iv) where the building is of historic or architectural importance, there is no adverse effect on the character and appearance or features of architectural or historic interest, internally and externally, which the building possesses, or its setting; and (v) the traffic to be generated by the new use can be safely accommodated by the site access and the local road system. A structural survey may be required to demonstrate that the building is capable of conversion. Provision for bats and/or owls should be incorporated into the scheme. Where necessary, planning conditions will be imposed removing relevant Permitted Development Rights under the General Permitted Development Order. All large scale proposals must be accompanied by a landscape assessment. <i>Reason</i> To encourage a healthy rural economy and reduce the need for new buildings in the countryside.
2	POLICY DEV2 Conversion of Rural Buildings for Residential Use Proposals for the conversion of buildings for residential use outside the built-up area will not be permitted unless:- (i) either, it has been demonstrated that reasonable attempts have been made to market and use the premises for business purposes, and the application must be supported by a statement of the efforts which have been made; or, residential conversion is a subordinate part of a scheme for business re-use – land and building were marketed by Henry Adams for over a year (ii) the building is structurally sound, of permanent construction, and capable of conversion without rebuilding or significant alteration or extension – see structural survey (iii) the resultant building and use will not have an adverse effect on the rural character of the area and is sympathetic to its setting in terms of form, bulk and visual design. Particular regard will be given to the impact of any residential curtilage on the character of the countryside – all elements of the plans have been designed to be sympathetic to the countryside. (iv) where the building is of historic or architectural importance, there is no adverse effect on the character and appearance or features of architectural or historic interest, internally and externally, which the building possesses, or its setting (v) the traffic to be generated by the new use can be safely accommodated by the site access and the local road system. The proposal must minimise the amount of land to be used as residential curtilage. A structural survey may be required to demonstrate that the building is capable of conversion. Provision for bats and/or owls should be incorporated into the scheme. Where necessary, planning conditions will be imposed removing relevant Permitted Development Rights under the General Permitted Development Order. All large scale proposals must be accompanied by a landscape assessment.
2	POLICY GEN3 Protection of the Countryside Outside the Built-Up Area, as defined on the Proposals Map, the countryside will be safeguarded for its own sake. Development will not be permitted unless: (ii) for quiet, informal recreation; or

Commercial in Confidence

Final version 1.0

16

	(iii) for the diversification of the rural economy Tars Farm diversification meets both of these points
2	POLICY GEN 16 – Public Right of way The Council will protect the rights of way network and will support and encourage improvements and enhancements. Development will not be permitted which would have an adverse impact on the use of a right-of-way. The rural characteristics of rights of way outside of the built up area boundaries should be retained. By including a residence on site reduces the risk to the business therefore all efforts will be given to retaining the current relaxed approach to the public footpath.

11. Implementation Plan

Year 0			Year 1 2014 - 15												Year 2 2015 – 16																
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M					
	Ph1 planning				Regs		Build																								
	PH 2 Planning				Regs		Build Let																					Build Main			

Redevelopment will be phased over two stages commencing with the re development of the stable complex to allow for maximisation of earnings potential. This will enable the business to set up in time for foaling (June / July).

Due to the anticipated longer planning phase for the residence/holiday let and the onset of winter it is anticipated that the build for phase 2 will not commence until Feb 2015 at the earliest. This will mean that the let will be available for rent from spring 2015.

11. Financials

A full financial Model for this business case has been developed but is commercially sensitive due to ongoing negotiations. If required, a copy can be requested from the Mr Paul Voller.

Commercial in Confidence

Final version 1.0

17