



Applegarth

# Economic Statement

## Applegarth Farm

Headley Road  
Grayshott,  
Hampshire

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December 2014

# Introduction

Applegarth Farm has been owned and operated by the Benson family since 1977. During this time the farm has taken many forms, from its original soft fruit farm origins it has grown into a valuable local business. In the last 5 years its food service and farm shop retail areas have been the driving force behind its expansion and continued success.

The next phase of Applegarth's development will bring together 4 core areas encompassing education, fitness, healthy eating and the fostering of small local businesses / artisans. The Benson Family already have the experience and skill sets necessary for this expansion and understand the markets into which the Applegarth project proposes to grow.

The project consists of 5 distinct businesses, all running as separate autonomous entities. However, these businesses will work together in a symbiotic cohesive manner, sharing overall resources from a core company which will coordinate administration and marketing for the whole site.

A summary of these four companies are as follows:

(please see appendices for executive summaries for each business)

**Cookery School** - Providing a range of lessons for adults and children including specialist areas such as foraging, organic growing/cooking & butchery etc.

**Rural Enterprise Centre (REC)** - A specialist embryonic centre for small artisan producer businesses to grow their businesses. A barn like structure split into 8/10 rentable areas to include both a retail environment and a studio for the producer.

**Children's Play Barn** - The conversion of our existing barn to include a 60 cover eating area and a soft play facility. The emphasis being on exercise and education while providing the parent/carer with a relaxing location to unwind. The barn already has stand-alone planning permission (ref. 27202/025) which is due to expire 3 April, 2015.

**Restaurant & retail expansion** - Capitalising upon the farm's existing business, an expansion into a larger food service/retail area.

**Growing School & Market Garden** - Utilising the 1 acre patch of land bordering the site, the creation of a showpiece market garden producing products for both retail and food service. The Benson Family are also working with an RHS accredited horticultural teacher to provide a range of lessons.

# Policy Context

The policy set out below describes the regional and local planning guidance relevant to the development of Applegarth Farm. The policy has underscored the team's approach from the outset and it is considered therefore that the proposals are in tune with best practice.

## *National Planning Policy Framework (NPPF, 2012)*

### **Core planning principles**

NPPF,  
para 17, p. 5

- Pro-actively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs.
- take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

### **Delivering sustainable development**

#### 1. Building a strong, competitive economy

Ibid,  
para 18, p. 6

“The Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meeting the twin challenges of global competition and of a low carbon future.”

Ibid,  
para 19, p. 6

“The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.”

Ibid,  
para 20, p. 6

“To help achieve economic growth, local planning authorities should plan pro-actively to meet the development needs of business and support an economy fit for the 21st century.”

#### 3. Supporting a prosperous rural economy

Ibid,  
para 28, p. 9

Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:

- support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings;
- promote the development and diversification of agricultural and other land-based rural businesses;
- support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside.
- promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.

## **Sustainable Economic Development**

### Objectives

EHDLP  
para 3.4, p. 16

The District's economy will meet the employment needs of both residents and businesses of East Hampshire. A wider base of employment types will increase the availability and choice of modern business premises, allowing new smaller businesses to set up providing opportunities for better paid jobs for local residents. This will help to address the mismatch that exists between employment opportunities and the skills of the workforce.

Ibid  
para 3.5, p. 16

There will be improved infrastructure and local services for businesses and their employees, allowing local businesses to thrive with better employment prospects for local people. As a result fewer residents will need to work outside the District.

## **Sustainable Communities**

### Objectives

Ibid  
p. 17

- 7) To provide the opportunities for a high quality of life for everyone, enhance the well-being of people and reduce inequalities in health;
- 12) To actively encourage people to make healthy lifestyle choices including opportunities to increase the level of physical activity and participation in sports and recreation;

## **Sustainable Economic Development**

Ibid  
para 5.1, p. 29

Economic development has a key role to play in the achievement of sustainable development. There is a need to create a balanced sustainable economy in towns, villages and the countryside. The vision indicates that people in East Hampshire will have good access to a range of jobs and will live and work in a way that respects resources and protects and enhances the District's natural environment.

Ibid  
para 5.4, p. 29

There is an equal challenge for individual businesses throughout the District to improve their sustainability, reduce their carbon footprint and lessen their impact on the environment e.g. by reducing car travel through car sharing, home working, use of local services and suppliers, purchasing local foods, conserving energy, minimising waste and reducing water consumption.

Ibid  
para 5.6, p. 29

The strategy for achieving sustainable economic development is to:

- create a local framework for business success and investment, to include: employment land provision, premises, electronic communications infrastructure, efficient transport and skills;

Ibid  
para 5.9, p. 31

Planning needs to respond to market conditions and also protect and maintain a good supply of appropriate sites and premises for all kinds of businesses in order to encourage economic growth.

Ibid  
para 5.22, p. 33

The Local Plan: Joint Core Strategy has provided for the future requirements of different land uses, including for example, employment, housing, retail and community use. The retention of existing employment sites that are well located and otherwise well suited to employment use is an integral part of the economic strategy. The retention of these sites will, therefore, continue to support both the economic and spatial objectives of the Local Plan: Joint Core Strategy in towns, villages and the countryside.

Ibid  
para 5.23, p. 33

The Sustainable Community Strategy identifies the need to increase the level of skills in the local workforce. The business community also recognises that improving access to training and the development of business skills are drivers for achieving a prosperous economy. Skill levels are, therefore, an important factor if productivity is to be raised without undue impact on sustainability.

Ibid  
para 5.28, p. 34

The rural economy and enterprise strategy is to retain and enhance both established and new businesses and rural enterprises subject to their being consistent in scale and environmental impact with their location. As a part of this strategy priority will also be given to:

- working with others to retain, develop and promote rural enterprise, in particular that associated with agriculture, horticulture and forestry infrastructure that can support local products and local markets;
- developing markets for sustainably produced local, land-based products, including local foods sold through local outlets, and wood products;
- developing initiatives that help nurture markets and business enterprise in rural skills including traditional building skills; and
- promoting understanding by the local community of the needs of rural enterprise;

Ibid  
p. 34

## **CP6 RURAL ECONOMY AND ENTERPRISE**

Development will be permitted:

- a) For farm diversification schemes and enterprises that help maintain the viability of farm businesses engaged in sustainable land management, including:
  - local food processing;
  - countryside pursuits;
  - farm shops selling local produce;
  - tourism facilities, visitor attractions and visitor accommodation;

Ibid  
p. 39

## **CP9 TOURISM**

New development will be permitted:

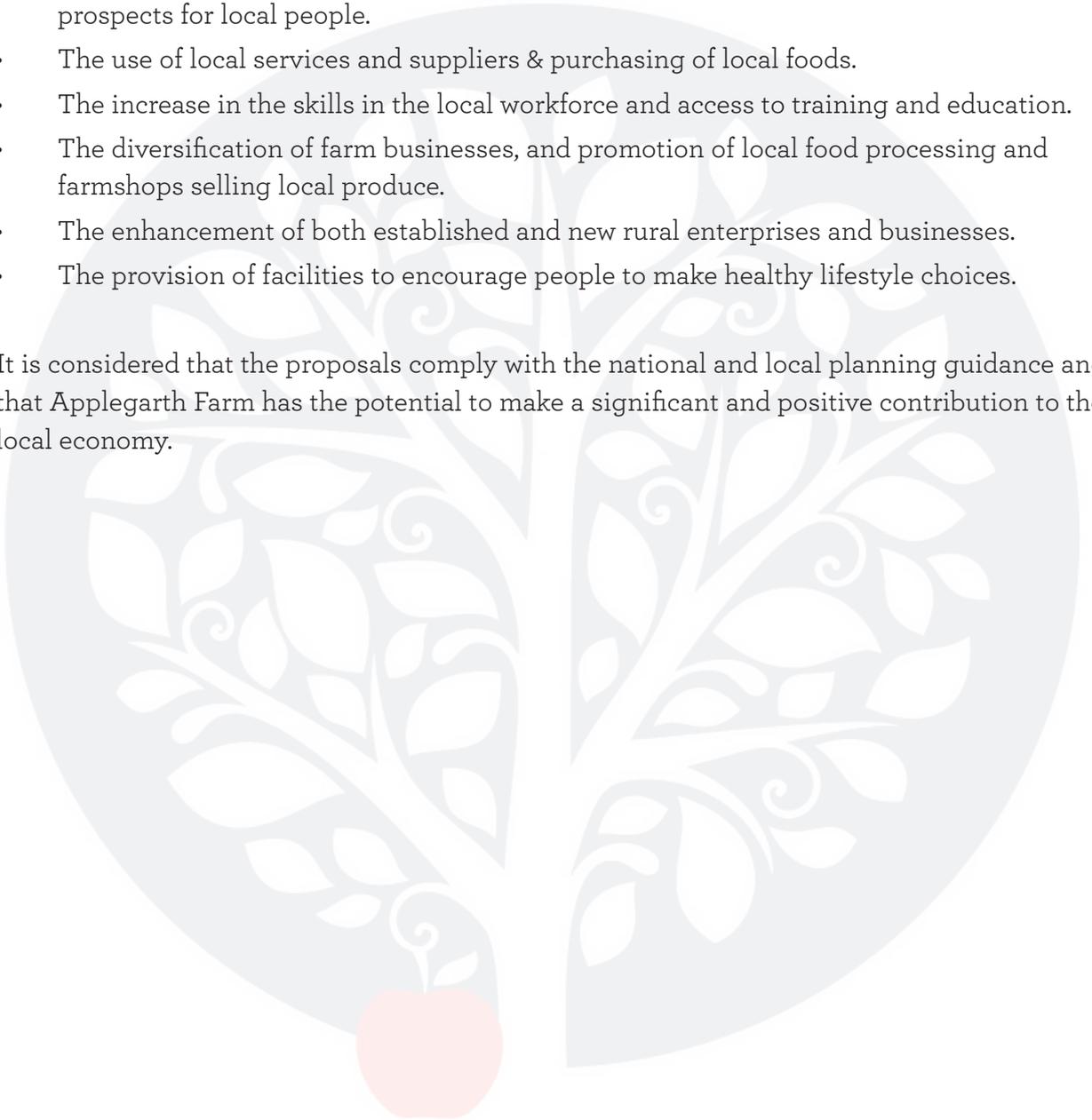
- a) for new tourism facilities, visitor attractions and visitor accommodation
  - i. in towns and villages; and
  - ii. in the countryside through the re-use of suitable rural buildings or as part of farm or rural business diversification, particularly where these would also benefit local communities and support the local economy; and
- b) where it retains and enhances existing tourism facilities, visitor attractions and visitor accommodation

## Summary

Having analysed the planning policy at both a National and Local level it is evident that the proposals provide an appropriate case for the economic growth of Applegarth Farm. Sustainable development, with the provision of the following aspects, is actively promoted in both policy documents:

- Economic development will create a balanced sustainable economy in the countryside and have good access to a range of jobs.
- Improved infrastructure will allow local businesses to thrive with better employment prospects for local people.
- The use of local services and suppliers & purchasing of local foods.
- The increase in the skills in the local workforce and access to training and education.
- The diversification of farm businesses, and promotion of local food processing and farmshops selling local produce.
- The enhancement of both established and new rural enterprises and businesses.
- The provision of facilities to encourage people to make healthy lifestyle choices.

It is considered that the proposals comply with the national and local planning guidance and that Applegarth Farm has the potential to make a significant and positive contribution to the local economy.



# Applegarths Potential

## Leisure benefits to the local Population

The proposed development will be of great benefit to the local community on a number of different levels.

1. Employment opportunities; the project will afford approximately 25 new jobs allowing more local people to have the resource to have a better quality of life.
2. Support local businesses / producers and wider supply chain- The proposals will considerably increase the amount of monies spent with local suppliers and in turn, how much they then spend in the local economy.
3. A visitor attraction for tourists with the potential for wider economic benefits to the wider community with linked trips into Grayshott and the surrounding areas. For example, the cookery school will have 2 or 3 day courses and with that people travelling a distance will need accommodation with the various localised hoteliers.
4. Create a unique facility encompassing retail, education and recreation opportunities for the local community.
5. Provide opportunities for enhanced health and well being through healthy food and recreation opportunities.
6. Provide an educational resource in areas not covered locally by any other providers.

## Local Employment & Employee training

Applegarth has employed over 50 people in the last 5 years with over 20% of these employees being young people enrolled on various National Vocational Qualification (NVQ) qualifications.

### Employee training

Applegarth has worked closely with HTP Training who are based in Portsmouth to provide a range of opportunities for its staff. Applegarth have so far seen 11 staff successfully qualify with an National Vocational Qualification. These range from qualifications in management, hospitality and marketing. These courses are conducted on site and Applegarth pays for these qualifications in that all the training is to be done within working hours.

Applegarth also works with First Partnership to provide work placements for students at local schools offering 3-7 day placements. Applegarth provides students experience in both food service and retail and provide them with a measured introduction into the working environment.

Applegarth currently employs 21 people in both full time and part time roles. These staff are spread accordingly:

	Full time	Part time
Farmshop	1	3
Restaurant	6	9
Outside		1
Admin		2
<b>Total</b>	<b>7</b>	<b>14</b>

## Future Employment Opportunities

The combined effect of a range of new businesses will see a considerable increase in employment at the farm. Applegarth is seeking to develop a broad range of skill sets from experienced managers to school leavers. Applegarth is keen to be involved in the Get East Hampshire Working Scheme namely by taking on Apprentices to assist in the various different businesses. The farm will of course continue to work with HTP training in offering all staff members educational advancement. Applegarth will continue to provide students the opportunity to be placed in a working environment for their course.

The projected Employment figures for the development are as follows:

	Full time	Part time
Farmshop	4	2
Restaurant	7	8
Rural Enterprise Centre	8	
Soft Play Barn	4	4
Cookery School	2	
Growing School	1	2
Kitchen	6	6
Administration	2	2
<b>Total</b>	<b>34</b>	<b>24</b>

It is anticipated that given the nature of employment opportunities proposed at Applegarth that the majority of new jobs will be taken from the local area. The provision of approximately 23 new jobs is therefore considered to be a significant benefit of the proposals.

## **Skills Training and Education for the Local Community**

There are three parts to the proposal that will provide much needed educational facilities for all generations of the community.

### **The Gardening School and Production Garden**

This area will be run by an RHS accredited tutor who already has a well established business based locally and teaches at RHS Wisley providing a range of RHS level courses. These courses will range from single day beginners courses to term long RHS accredited courses. The growing school will collaborate with the Cookery School in providing a number of mixed courses showing the individual how to grow and then consume the product. It will also collaborate in more specialist courses such as foraging.

### **The Cookery School**

Obesity levels in the UK have more than trebled in the last 30 years and, on current estimates, more than half the population could be obese by 2050. We are already the most obese nation in Europe and we feel that a large part of this is due to the lack of education and our fast food culture.

Applegarth are looking to put on a range of courses which will go some way to countering this situation. Healthy eating is as much about meal planning and home economics as it is about basic cookery skills. We are well placed to do this with a member of the family having taught cookery for 30 years at Godalming college.

The cookery school will also look to provide the more established chef with courses to hone their abilities. Due to the increasing popularity of cookery & restaurant programs in the mass media we will also be providing lessons in more specialist skill sets such as South-east Asian cuisine and Foraging.

### **Workshops and Craft courses**

Part of the benefit of having the small producers housed in a Rural Enterprise Centre is that Applegarth will be able to run a range of courses based around rural and specialist craft skills. The Farm propose an 'educational cabin' within the development plans within which courses can be run. The workshops will range from old traditional rural skill sets to more modern areas, all booked in via an online reservation system.

## **Economic Impact on the Locality**

The new development proposals are considered to have a positive impact on Grayshott's thriving business community. Development at Applegarth seeks to attract tourists / shoppers to Grayshott who would not normally pass through the high street. This will inevitably lead to people stopping on their way home and therefore shopping within the various retail outlets available within the village. The Benson Family are committed to promoting the 'Buy In Grayshott Scheme' which has been running for the last 10 years and will publish information within the proposed farm shop regarding retail opportunities within the wider village centre. With Applegarth's expansion it is anticipated that the amount of business the farm currently undertakes with local producers / customers will increase. Currently Applegarth uses 4 Grayshott based companies for their services and this will inevitably increase.

This is considered to result in positive impacts to the economic potential of the wider area.

### ***Grayshott Village centre retail businesses***

Other than the expansion of the existing farm shop & restaurant, none of the proposed businesses within the development are considered to singularly compete with existing local retail outlets within Grayshott. Applegarth seek to provide a lifestyle based location with a limited overlap with businesses on the high street.

At the time of writing Grayshott high street consists of the following types of shop front businesses:

Hair dressers	5	Book keepers	1
Supermarkets	2	Estate agents	5
Dentist	2	Florists	2
Cafe/Fast food	5	Charity Shop	4
Restaurant	4	PC repair & business retail	2
Doctors	1	Pharmacy	1
Clothes shop	3	Dry cleaners	3
Textiles shop	2	Fruit & veg retail	1
Party shop	1	Butchers	1
Ironmongers/Electrical	2	Off licence	1
Vets	1	Pub	1
Photographic services	1	Undertakers	2
Solicitor	1	Opticians	2
Bakery	1	Post office	1
Home decor	2		

### **Rural Enterprise Centre**

This facility will provide three types of rentable model. Firstly, a small producer will have the ability to take a full space including workshop and retail outlet. Secondly small producers unable to commit to such a space will be able to rent an area within a larger retail space to display their products. Thirdly, appropriate service industry professionals will be able to rent a space within a cabin. Examples would be interior/landscape designers, artists etc

The types of businesses that Applegarth is looking to attract and the business model which they will sit under is completely different to anything currently available locally and specifically on the high street.

Applegarth is looking to attract small, unique, artisan businesses who wish to expand out of a home environment. The facility that the farm will offer will be an embryonic start up facility specifically based upon supporting these businesses so that they can grow into something far more substantial.

## Restaurant & Retail

In terms of potential impacts on the high street, it is not thought that the restaurant will compete with any of the existing businesses in Grayshott centre for lunchtime / restaurant fare. There is one café which serves sandwiches and light lunches, this is not the type of offering Applegarth will be providing. The other restaurants are specialist ethnic restaurants which are open predominantly in the evening.

## Historical Support for Grayshott

Applegarth has supported numerous ventures in Grayshott over the last 8 years, spending approximately £30,000 within the local community. Applegarth are the main sponsors of the reputable Grayshott Concerts and have been since the very first concert. The Benson Family are the main sponsor to the Grayshott Market and currently sponsor the under 11 Grayshott Football team. Applegarth view the proposed development as a vehicle that will facilitate continued support for Grayshott's local community and an important part to securing the long term viability and popularity of Grayshott village.

## Supply Chain Implications

In its very nature Applegarth is already a strong advocate of sourcing its supplies locally. The farmshop delicatessen already stocks considerably more locally produced artisan produce than a supermarket 10 times its size. Applegarth spent more than £207,000 in the last 18 months with small suppliers located within a 40 mile radius of the farm. The following is a list of some of these producers, with multiple product lines purchased from each supplier. Locally sourced produce accounts for approximately 40% of the current retail space.

Goodwood Farm - Goodwood	My Chocolate Gallery - Romsey
Tunworth Dairy - Alton	Hampshire Honey - Grayshott
Perfect Pickles - Petersfield	Cusacks - Tadworth
Graham Marshal - Headley	Sussex Valley - Chichester
Monie McGeorge - Grayshott	Let's Sushi - Farnham
Belinda Clarke - Romsey	The Garlic farm - Isle of Wight
Plum Perfection - East Grinstead	Blackburne & Hayes - Churt
Horsham Gingerbread - Horsham	Mummy Makes Fudge - Chichester
Hog's Back Brewery - Guildford	Suthwyk Ales - Farnham
Mr Whiteheads Cider - Alton	Andwell Brewing Company - Hook
The Granary - Haslemere	Montezuma's Chocolate - Birdham
Rawlins - Guildford	Love for Local - West Sussex
Court Lodge - Hailsham	Gingers Kitchen - Billingshurst
Hada Del Cafe - Midhurst	Coco Loco - Horsham
Dean Farm - Kingsley	Rawlins - Loseley Park

A very large part of the proposed development will be to continue to push this ethos. The increased retail area will hold considerably more 'shelf' products with as many sourced from local suppliers as makes sense in terms of product mix. This is a unique selling point of a farmshop and therefore benefits the business to do this.

With the provision of the home grown market garden, Applegarth will be looking to put as many home grown products into both the farm shop and food service facility as is possible.

Applegarth have over the years purchased locally grown fruit and veg from local amateur growers, people with additional foods grown in their gardens or allotments. The market garden ethos will accelerate this and we will look to set up a local hub, actively advertising for people to come and provide us with locally grown produce. This along with sourcing meats from a local farmer (as we do currently) and fruit and vegetables from farms will all add to the sustainable ethos we are trying to achieve.

## Conclusion

The positive benefits of this proposal will be far-reaching in several areas:

- Considerable localised job creation with the wider implications on the local economy. This will attract the need for a wide variety of skill sets.
- An increase in employee training and vocational assistance and the active recruitment of employees on apprenticeship courses.
- A considerable increase in monies spent with local suppliers, both in a food service wholesale capacity and within the farmshop retail environment.
- The provision of a nurturing embryonic environment for small artisan producers. A cost effective way for small businesses to both make and retail their products and services as well as providing the infrastructure generally only afforded to a much larger company. This will help these small businesses grow to the point where they will be able to expand their operations and later potentially take space on the ever threatened high street.
- The ability for customers to be in direct contact with small artisan producers allowing for a greater level of accessibility and bespoke ordering.
- A much needed local facility for children to exercise and interact with each other. Providing a location which promotes exercise and healthy balanced eating which is as dedicated to the adult as much as the child.
- The provision of two educational facilities which actively promote areas that have been greatly reduced in mainstream education. These areas also tackle the growing obesity problem in the UK with robust nationally recognised qualifications.
- The increase of tourism to the local area and the subsequent knock on effects to other localised businesses. We will be increasing our reciprocal partnerships with local businesses to provide a much desired location to visit and subsequently live in.

We feel that the proposed development will use the present successful business as a platform to provide an expanded range of facilities. It will also create a well-designed and popular local attraction which will have a positive impact on the local economy.

# Appendices



# Bigplay Barn

## Executive Summary



### Background

- Applegarth Farm comprises of a vibrant restaurant, country delicatessen and artisan craft village.
- It has organically grown into the most popular destination of its type within a 5 mile radius for both young and old.
- It is family owned/managed and employs 20 staff.

### Opportunity

- We have identified a considerable absence in the local area of a dedicated family focused facility that both adults and children can enjoy. A facility that caters to the adult by providing restaurant quality food and drink but also allows them to relax in the knowledge that the children are secure and well looked after.
- The 14,000 sq ft barn already at Applegarth would fit this remit perfectly and planning permission was granted in May 2012 for such a facility.
- It benefits from neighbouring an existing, thriving business already very popular with young families. It will also have a considerable outside play area to balance the seasonal income streams associated with traditional play facilities.

### Product

- The soft play facility will hold a 70 cover fine food café serving exceptional foods to both children and adults.
- It will house a 3,500sq ft three story soft play facility targeting children between the ages of 3-9 years of age. It will provide active play for children
- It will house a children's party room, disco room, and games room.
- The eating facility will be sound proofed and provide the adult with exceptional, freshly made food, ground coffee and beers and wine.
- There will also be a 13,000 sq ft outside recreation area and additional play facilities outside seating area.
- Upstairs will see 5 rooms rented out to other small child specific specially selected to compliment the overall location and provide further reasons for young and old to visit the Barn.
- We have considerable interest from a range of small, children related businesses to have an involvement with the barn.
- We have also spoken to a yoga/massage business and an established children's cookery school.
- The upstairs will be designed so it can be separated from downstairs with classes being held after hours for various groups.

### Employment

- 1 General Manager
- 2 Admin & Front of desk staff
- 1 full-time Food Service staff
- 4 part-time Food Service staff

### Environmental credentials

We aim to make the barn carbon neutral by means of Photovoltaic panels on the barn roof and a Biomass boiler for underfloor heating

## Target Market

- The barn will look to capitalize on the existing clientele that visit Applegarth who are looking for a child friendly location.
- It will provide a location for mothers to meet for a good lunch, grandparents to take their grandchildren and fathers to come when in charge of the children.
- The surrounding area is extremely affluent and the offering will be pitched with this in mind.
- There are 7 schools within a 4 mile radius of Applegarth who currently have to travel a considerable distance for a location to take their children.

## Competition and Threats

- There are no other play facilities to rival this facility within a 15 mile radius of Applegarth.
- There are 3 other small soft play facilities within 8 miles of Applegarth, all with a very constrained footprint in terms space.
- The local sports centre is about to undertake a large refit and will include a soft play facility however it will not have the ambience or the quality dining offering or the outside play areas that the barn will have.

## Marketing

### Offline

- We will look to link up with the local schools and embark on a considerable reciprocal marketing campaign.
- We will also put in place a membership program that people can join with various monthly or annual membership deals to drive revisits.
- A strong PR and advertising campaign will accompany the launch of the facility and then a structured in-house promotional program will follow.
- We intend to use Apple's i Beacons within the building to provide context specific messages to those with a smartphone.

### Online

- A well branded online presence will be critical to the success of the facility and will be heavily promoted.
- Keyword geo-locational advertising via various social media platforms will back up all offline marketing.

# REC & Cabin Village Executive Summary

## Background

- Applegarth has had housed various small businesses over the past 5 years.
- This includes MAKEUK which won the EHDC start up of the year business in 2013
- It currently houses 3 small artisan businesses, providing more than just a location to be based at. It works hard to integrate and nurture these businesses.

## Opportunity

For small artisan producers it is difficult to make the leap from turning a hobby/fledgling business into something larger. There are many pitfalls to contend with including renting expensive premises, staffing, accounts, commitment and a lack of support, network and information. This is where we feel that we can provide something quite unique as part of the Applegarth expansion. This will benefit Applegarth as much as the small businesses as housing these producers will provide customers with even more reason to visit Applegarth and provide a rental income to the centre.

## Product

- We are looking to provide a barn like structure which will hold 7-10 small producers.
- The barn will be split into rented sections with each section housing both a studio facility for production and in front, a retail area for customers to purchase directly from the maker.
- The customer will walk into one end of the building and walk through each producers retail area with the producer working away in the background.
- This will allow for a very personal relationship between both parties and promote bespoke orders.
- Monies exchanged for products will be facilitated at a central point of sale area. This allows the producer to continue working as well, allowing the venue to trade their products even if they are not there.
- As well as their being a community of producers helping each other out, there will be a variety of service contracts available to them. The base contract would include being able to upload products to a central e-commerce site for web sales. This would also include access to cheaper rates on a courier and a centralized delivery vehicle.

## Employment

- 1 General Manager (shared with Farmshop)
- 2 Point of Sale Servers (shared with Farmshop)
- 2 part-time Retail Assistants

## Environmental credentials

We aim to make the barn carbon neutral if possible

## Target Market

### Producers

- Small artisan makers split within two areas;  
**Arts & crafts** - Such as glass blowers, felters, silver & gold smiths, jewellers, haberdashers, seamstress, furniture producers and upholsterers, artists of all disciplines. Also our cabins will provide a setting for service businesses related to this type of an environment such as Landscape/interior designers etc  
**Food and Beverage** - To compliment the enlarged farmshop we would like to provide a location for artisan food producers.

### Customers

- The REC will look to capitalize on the existing clientele that visit Applegarth who are already of the right mind-set to purchase these types of products.
- We will be looking to attract relatively affluent individuals who are willing to purchase directly from the maker and are looking for a premium product.
- The surrounding area is extremely affluent and the offering will be pitched with this in mind.

### Competition and Threats

- We know of no other location locally which will compete with this facility directly. We are not looking to compete with anyone on the high street as these are unique businesses who would not fit within that environment at this stage in their business model.
- There are a 3 larger locations with rented facilities however, these do not offer the retail/studio facility. However, producers are able to put their products within their facilities.

### Marketing

#### Offline

- The REC will capitalize upon it's community to help promote the location. These small producers will be promoting their own facilities within the local area.
- As part of the rental facilities we will promote the REC as a whole, utilizing all mediums available to it.
- A strong PR and advertising campaign will accompany the launch of the facility and then a structured in-house promotional program will follow.
- We intend to use Apple's i Beacons within the building to provide context specific messages to those with a smartphone.

#### Online

- A well branded online presence will be critical to the success of the facility and will be heavily promoted. The e-commerce site will be listed with a number of platforms such as amazon, etsy.co.uk and not on the highstreet.co.uk
- Keyword geo-locational advertising via various social media platforms will back up all offline marketing.

# Cookery School

## Executive Summary



### Background

- Applegarth Farm comprises of a vibrant restaurant, country Delicatessen and artisan craft village.
- It has run a number of stand alone cookery school events in the last 5 years.
- It has organically grown into the most popular destination of its type within a 5 mile radius for both young and old.
- It is family owned/managed and employs 20 staff.

### Opportunity

- We wish to capitalize on the popularity of the home cook healthy movement and cookery related Television programs
- The concept of a cookery school marries extremely well into our core offering, we already have qualified teachers available looking to run a variety of courses.
- No cookery school found within a 10 mile radius.
- A considerable proportion of the younger population have no skills in cooking and obesity in this country is increasing rapidly. We feel there is the potential to produce a specific offering to counter this.

### Product

- The cookery school will establish a range of lessons and demonstrations around the ever popular area of learning to cook, buoyed by the constant promotion on the television/national press .
- It will draw upon Applegarth's existing expertise as well as bringing in outside cooks to create interesting and different cookery courses and lessons.
- We will look to provide lessons for every level of ability, from complete beginner to more specialist skills in subjects such as patisserie. We will run both single demonstration sessions to multi-week courses.
- We also aim to tap the every growing market for lessons in less well known areas such as foraging, butchery and cheese making.
- There will be two areas to the cookery school, with half of the building rented out to The Organic Cookery School who specialize in teaching children to cook. This will provide a constant income channel. The organic cookery school have been established for 6 years and are extremely popular.

### Employment

- 1 General Manager
- 1 Kitchen staff

Other chefs & cooks bought in when needed

### Educational Elements

Courses designed for people of all standards. Emphasis placed on healthy eating and food production.

A range of courses designed for both children and adults

## Target Market

- Individuals looking to benefit from a healthy lifestyle producing their own nutrient rich foods.
- We believe that there are 3 core markets.  
**The complete beginner**, be it young students looking to go to university or the elderly gentlemen who has suddenly found himself in the position where he needs to cook for himself.  
**The proficient amateur**, looking to improve their skills or learn how to cook more interesting basic evening meals  
**The Semi professional**, a good understanding of cooking looking to expand into specialist areas such as patisserie, or Thai cooking.
- The Cookery school will look to capitalize on the existing clientele that visit Applegarth who are looking to learn how to cook.

## Competition and Threats

- There are no other cooking schools to rival this facility within a 15 mile radius of Applegarth.
- There are 4 localised small cooking lesson locations, mainly at individuals houses and specialising in certain food types (Indonesian etc)

## Marketing

### Offline

- We will look to link up with local schools and embark on a considerable reciprocal marketing campaign.
- We will also put in place a membership program and cooking club offering free demonstrations for larger groups
- People can join with various monthly or annual membership deals to drive revisits.
- A strong PR and advertising campaign will accompany the launch of the facility and then a structured in-house promotional program will follow.

### Online

- A well branded online presence will be critical to the success of the facility and will be heavily promoted.
- Keyword geo-locational advertising via various social media platforms will back up all offline marketing.

# Restaurant expansion Executive Summary

## Background

- In May 2009 Applegarth launched a café facility taking up half of what was part of the farm shop.
- The concept was to create a destination factor which would provide a setting for both adults and children for daytime food service
- The cafe was extremely popular and year on year it grew by an average of 12%.
- In 2011 we expanded the offering to include a higher level of meals moving from a café to a bistro type restaurant. We also opened three nights a week.
- In late 2013 the restaurant embarked on a major refurbishment to both the front of house and the kitchen. We increased the cover capacity by 35% and started to provide a much higher level of service.

## Opportunity

From the moment we reopened the restaurant in 2013 Applegarth has proven even more popular than it was previously. The restaurant continues to turn people away and we feel that a proper expansion in levels of food, service and capacity is appropriate. We currently have a maximum internal capacity of 70 covers which is regularly utilized by guests. We have the potential to capitalize on this popularity by providing a larger restaurant specialising in new and interesting foods.

## Product

- An expansion of capacity to 110 covers in a purpose built facility.
- The provision of a separate private dining room to accommodate larger parties of between 15-30 people.
- A separate bar area to allow guests to have a drink before they sit down at their table.
- A range of 'dining pods' within the market garden area allowing for a unique dining facility for parties of between 8-14 people.
- A newly fitted kitchen to accommodate a much broader range of foods to be served.

## Employment

- 1 Restaurant Manager
- 2 Assistant Managers
- 1 Bar Manager
- 3 full-time Restaurant servers
- 8 part-time Restaurant servers
- 1 Head chef
- 1 Sous chef
- 1 Chef de partie
- 3 Kitchen porters

## Environmental credentials

We aim to make utilise as much produce from our own gardens and local producers as is seasonally possible

## Target Market

- Our current clientele in the restaurant is split fairly evenly between young mothers and children and the more elderly clientele looking for a good lunch.
- With the provision of the Soft play café facility this will change with the restaurant being more adult centric.
- We will be targeting the more discerning diner looking for a location where they know that the produce is fresh and locally (home) grown and the range of foods is exceptional.
- These types of individuals already frequent Applegarth although many have been lost due to the reduction in size of the shop.

## Competition and Threats

We have a number of local competitors with an increase in ‘gastro pubs’ in the area providing a good offering. Competition has increased in the last 18 months with two new localized offerings.

There are a number of café’s in the area although the offering is somewhat different to ours. Ready meals and take away services have increased somewhat in the last 20 months with two new facilities for this type of offering.

## Marketing

### Offline

- The restaurant will capitalize on its existing customer base and promote heavily it’s market garden, healthy living philosophy.
- Internal promotions and a strong range of events will be organized throughout the year. We will utilize the courtyard area to put on music evenings and tasting events in the summer.
- A strong PR and advertising campaign will accompany the launch of the facility and then a structured in-house promotional program will follow.
- We intend to use Apple’s i Beacons within the building to provide context specific messages to those with a smartphone.

### Online

- We will continue to use the various booking & promotional facilities that we currently utilise for the restaurant, linking into facilities such as open table, lastminute.com
- A well branded online presence will be critical to the success of the facility and will be heavily promoted.
- Keyword geo-locational advertising via various social media platforms will back up all offline marketing.

# Farmshop expansion

## Executive Summary



### Background

- Applegarth started its life as a pick your own farm with a small farm shop at the front of a tractor shed.
- Eventually the farm shop took over the entire building and the business traded successfully for a number of years.
- Applegarth launched a café facility in 2009 by taking over some of the farm shop.
- From the outset this facility proved highly successful with it becoming the most popular lunchtime food service facility within a 5 mile radius.
- It is a family run operation having been in the same hands for 37 years.

### Opportunity

From the moment Applegarth reduced its retail presence to accommodate for the restaurant there was a definite loss of potential for this part of the business model. Although we have created a thriving delicatessen which has been as successful as we had hoped, the lack of floor space has meant that we are not able to provide as good a range of products as we used to. We would like to increase the retail facility to not only be able to provide a much broader range of artisan, locally sourced products but also start creating a considerable range of in house products using own grown produce.

### Product

- The shop would take on what is currently the restaurant kitchen which was completely refitted in 2013. This facility has everything necessary to start producing a whole range of healthy ready meals and desserts for sale in the retail outlet.
- We will produce a considerably broader range of foods which will be sold on both the delicatessen counters and as a frozen finished product. We would be able to increase our current capacity of own produced products by 400%.
- With this new facility we would also look to start doing some outside catering by capitalizing on the captive market already visiting Applegarth.
- The strongest parts of the retail environment at the moment are the Delicatessen counters holding its own made produce. This area will be increased considerably.
- The shop would also increase its ranges of cheeses, charcuterie and locally sourced or own grown fruit and vegetables.

### Employment

- 1 General Manager (shared with REC)
- 2 Point of Sale Servers
- 1 part-time Retail Assistant

### Environmental credentials

Home grown and locally sourced produce sold from shop, with all the environmental benefits from it.

We aim to make the Farmshop as close to Carbon neutral in regards to its energy use as is possible

## Target Market

- The shop would target local 'foodie' consumers looking for something more than the mass produced supermarket fare.
- We would also target people looking for people trying to source locally produced foods due to our new fruit and vegetable production garden.
- The local area is relatively affluent and we feel we could capitalize on the lack of high end food outlet locally to draw a new clientele into Applegarth.
- These types of individuals already frequent Applegarth although many have been lost due to the reduction in size of the shop.

## Competition and Threats

- The integration of the market garden area creates a fairly unique location with there being only 5 other facilities within a 17 mile radius to compete with this.
- There are 6 supermarkets within a 7 mile radius which sell fresh foods, none will have the breadth of higher end foods as will be stocked in the shop.

## Marketing

### Offline

- The farmshop will capitalize on its existing customer base and promote heavily its market garden, healthy living philosophy.
- A strong PR and advertising campaign will accompany the launch of the facility and then a structured in-house promotional program will follow.
- We intend to use Apple's i Beacons within the building to provide context specific messages to those with a smartphone.

### Online

- A well branded online presence will be critical to the success of the facility and will be heavily promoted.
- Keyword geo-locational advertising via various social media platforms will back up all offline marketing.