

**The European Agricultural  
Fund for Rural  
Development:  
Europe investing in rural  
areas**

## **Rural Development Programme for England**

**RDPE OM Form 10 - Application for RDPE Grant Aid**

**Confidential**



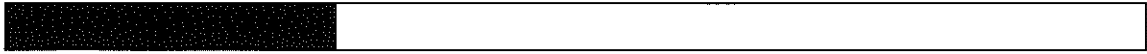
**Completed form to be returned to  
Helen Dallas  
SEEDA  
Cross Lanes  
Guildford  
GU1 1YA**

***This form can be submitted only if you have already submitted a formal expression of interest and had approval from SEEDA to proceed to a full application. Refer to the project managers guide, the priorities in the Regional Implementation Plan, and the RDPE prospectus when completing this form.***

**Data Protection Act 1998** – The information you provide on this form may be shared with other organisations including Department for the Environment, Food and Rural Affairs, and the Rural Payments Agency for appraisal, monitoring and reporting purposes. By signing this form at section 5.7 you consent to this information being shared.

**1. Applicant Details**

<b>Name of applicant and your status in relation to the business</b>	[REDACTED]		
<b>Business name</b>	The Manor Farm Partnership		
<b>Business address</b>	The Manor House Hampstead Norreys Thatcham Berkshire  Postcode: RG18 0TD		
<b>E-mail address</b>	[REDACTED]		
<b>Telephone number and mobile number</b>	[REDACTED]		
<b>Rural Payments Agency SBI Number and vendor number (if known)</b>	SBI 106358984	<b>Is this business registered for VAT ?</b>	Y
<b>What is the legal status of this business ?</b>	Sole Trader	<input type="checkbox"/>	
	Partnership	<input checked="" type="checkbox"/>	
	Limited Company	<input type="checkbox"/>	
	Limited Company (not for profit)	<input type="checkbox"/>	
	Company Limited by Guarantee	<input type="checkbox"/>	
	Other (please specify)	<input type="checkbox"/>	



## 2. Agent Details

If you are acting as an agent for the applicant and are completing this form on the applicant's behalf please give your details below. The applicant must also sign this section to give you the authority to act.

<b>Your name and status</b>	
<b>Business name</b>	
<b>Business address</b>	
<b>E-mail address</b>	Postcode:
<b>Telephone number and mobile number</b>	
<b>I/we am/are the applicant(s) and I (we) give our agent the authority to act on our behalf with this grant application. I/we accept full responsibility for all information supplied by our agent.</b>	Signature of applicant(s): Status of signatory: Date signed:
<b>I am the agent for the applicant named in section 1 of this form.</b>	Signature of agent : Status of signatory: Date signed:

### 3. Business Details

<p><b>3.1 Tick any of these that apply to your business</b></p>	<p>Farmer <input checked="" type="checkbox"/> X  Forester  Horticulture  Farmer controlled business  Food processor  Tourism operator  Contractor  Other (please specify)</p>
<p><b>3.2 Please give further details of your businesses activities</b></p>	<p><u>Briefly describe the nature of your business and the size of the enterprises you operate</u></p> <p>The business is a family-owned and run agricultural farming enterprise. The family has been trading at Manor Farm for 6 generations. The most recent family partnership was set up on 1 January 2007.</p> <p>The farm is approximately 350 acres in size. The business has more recently expanded into contract work for neighbouring farms.</p> <p>Some farm diversification has already taken place. Manor Farm House Bed and Breakfast was started in 2002, offering two double bedrooms and a self-contained annexe in the main house, next to the farmyard.</p> <p>The farm is unusual in that it has a significant asset in the form of the farmyard in the centre of the village, consisting of a range of 16<sup>th</sup> and 17<sup>th</sup> century Grade II listed barns. Many of the barns are no longer suitable for modern agriculture and are in a dilapidated condition. We wish to restore and diversify the use of the barns, so that these assets are preserved and produce a sustainable income, rather than being a liability for the business.</p> <p>Further background information is set out in the Briefing document and Business Plan at Annex 1 to this document.</p> <p><u>Number of full time equivalent people employed in the business including partners and directors.</u></p> <p>4</p>

**3.3 You must provide three years business accounts with the most recent being no older than 9 months. Please provide additional information as shown**

If involved in food production, are you a registered organic business, if so give your registration number.

N/A

If your business has more than one place of operation please give details of all associated business operations.

The applicant owns a small holding in West Wales (approx 90 acres)

If your business is a company please give details of any associated or linked companies.

N/A

What is your best estimate of the total current value of all your assets, valued at today's prices ?

[REDACTED]

How much capital has been put into the business and how much has been withdrawn in the last three years?

The partners have collectively put in [REDACTED] to go towards the building of the new-build village Community Shop (with flat above) to be located in the farmyard.

No capital has been withdrawn

What is the current total level of borrowing including loans, mortgages, hire purchase, creditors, and private loans?

NIL.

What was the business profit before tax in the last two years and what level of profit are you predicting over the next two years (without the benefit of the investment proposed in this grant application)?

See accounts attached to this application

Forecast for year ending 2009 - [REDACTED]

Forecast for year ending 2010 - [REDACTED]

<b>3.4 Grant received from other sources in the last three years</b>	<p><u>Give details of any public funding you have received In the last three years that have been described as providing State Aid. To check this refer to the offer letters or contracts to see if they refer to the payments coming under state aid rules. Please note this excludes Agri-environment payments and the Single Payment Scheme. If in doubt ask SEEDA for guidance.</u></p> <p>November 2009 - North Wessex Downs AONB Local Action Group with its Accountable Body (Wiltshire Council) under the RDPE - contract: <b>53,598.63 Euros</b> toward the building of the village Community Shop (with flat above).</p>
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#### 4. Project Description

##### 4.1 Name of the project

Manor Farm, Hampstead Norreys - self-catering accommodation and woodchip boiler.

##### 4.2 Brief description of the project

The project involves the conversion of existing Grade II listed Stables and Granary, located in part of the farmyard, to self-catering accommodation for tourism. This is 'Phase 1' of the larger diversification scheme for the whole farmyard in the centre of Hampstead Norreys. A wood chip boiler will be installed in the farmyard to serve the village Community Shop, Stables and Granary.

##### 4.3 Please refer to Appendix 1 in the RDPE prospectus and comment on how you meet the selection criteria. In addition if this project involves collaboration please explain the nature of the collaboration and give the names and addresses of your collaborators. You must also indicate the type of businesses operated by the collaborators.

We will be working with the village Community Shop to provide tailored services to guests staying at the self-catering accommodation (e.g. a 'welcome hamper' and 'starter' voucher to spend at the Shop. Guests using

the Shop will increase custom for the Shop.

By installing a woodchip boiler we will be working with local woodfuel suppliers to help support their businesses, and help local jobs. It will also help with improvement in local woodland management.

We are working closely with the village Community Shop concerning the installation of under-floor heating and hot water supply from the woodchip boiler. Given the low running costs of woodchip, this should be of benefit to the sustainability of the Community Shop.

We will be liaising with the 'White Hart' local pub, which offers 'gastro pub' meals, and design offers for guests staying at the self-catering accommodation.

We are working with [REDACTED], a local taxi business owner, who is developing plans to offer packages, taking a number of guests from various accommodation providers to places of interest or special activity in his people carrier.

We are working with local expert, [REDACTED] who conducts walks through fields and woods and ancient woodlands in the immediate area to look at the wildlife, history and geology of the surrounding countryside. Guests will be able to join the regular walks or a walk could be specially organised for a group of people. [REDACTED] does this on behalf of the charity, Pang, Kennet and Lambourn Valleys Countryside Projects ('FWAG'), and we have agreed that proceeds will go to the charity.

FWAG are also keen to support the woodchip boiler project and would wish to bring schoolchildren and other groups to see the wood chip boiler room and associated plant, to learn about carbon cycles and wood chip as a source of renewable energy.

We will be working with a local Sports and Relaxation Massage Therapist, [REDACTED] who is able to offer massage either at the self-catering properties or at the clinic where she works. We have discussed advertising on each other's websites.

We will offer guided mountain bike rides in the local area with [REDACTED] a local enthusiast. Initially we plan to offer cycle hire from North Hants Bikes to guests and their children; the bikes would be delivered and collected by the company. We plan to have reciprocal website links.

#### **4.4 Where will the project be located – give the full address and a map grid reference**



The Manor House  
 Church Street  
 Hampstead Norreys  
 Thatcham  
 Berks  
 RG18 0TD

Grid reference (OS NGR) SU 530 763

**4.5 Briefly summarise why the project is needed. What would happen if the project did not go ahead, what would happen if you did not receive grant aid ?**

- Stables and Granary are Grade II listed. A new suitable use needs to be found for the redundant buildings, which are now dilapidated and falling into disrepair.
- There is a shortage of self-catering accommodation in West Berkshire, particularly properties that can cater for larger groups of family or friends.
- Providing self-catering accommodation units builds on the current successful bed and breakfast business in the main farmhouse.
- The woodchip heating system will help manage the costs for running the self-catering business as well as the running costs of the village Community Shop.
- Lack of grant aid will jeopardise the restoration of the listed buildings which are in a state of significant disrepair. Without grant aid, the start-up costs for the biomass heating system are prohibitive. This would mean needing to take a larger loan from the bank, which would impact on the viability of the project.

**4.6 Will your project compete with other similar enterprises in the South East region, and if so what do you estimate will be the impact of your project on these other businesses? This must be addressed realistically because if SEEDA identifies this has not been adequately addressed the application will be rejected.**

At a macro level, there is very little self-catering provision in the West Berkshire area. There is considerably more in other parts of the South East region.

At a micro level, within a 10 mile radius of Hampstead Norreys, there is a very small amount of self-catering accommodation. In our view there will be little impact on other self-catering businesses in the nearby area, mainly because of the difference in location. Other businesses are either in more isolated rural locations or in the town of Newbury. Heron's Farm, four miles away is the only comparable offering, as it has several units together, making it

suitable for larger groups. In addition, the paucity of self-catering accommodation in the area means there is slack in the market, which can be taken up without damage to other businesses.

Further detail and analysis is set out in the Briefing document and Business plan.

#### **4.7 How does this project fit with the underlying business ?**

- It is part of the overall farm diversification business plan to bring the old farmyard and buildings, no longer suitable for modern agriculture, into alternative modern use.
- It builds on and develops the self-catering side of the existing Bed and Breakfast business.
- Installing a wood chip boiler allows the business to be environmentally responsible, and going forwards, to use the farmland and woodland to supply some of the wood chip fuel required.

#### **4.8 What are the project start and end dates**

Stables and woodchip boiler: 1<sup>st</sup> March 2010 - 1<sup>st</sup> September 2011

Granary : 1<sup>st</sup> September 2011 - 31<sup>st</sup> May 2012

#### **4.9 Who will manage the project to ensure it is completed successfully, on time and within budget ? What experience and skills does this person have of managing this type of project ?**

The partners of Manor Farm Partnership in conjunction with an experienced building contractor, well versed in dealing with listed buildings.

Subject to SEEDA's approval of the costs estimate, The Manor Farm Partnership would wish to appoint:

- [REDACTED] as principal contractor for the conversion and construction works
- Oxfordshire Woodheat as specialist contractor to install the woodchip boiler

See Briefing document and Business plan for further detail.

#### **4.10 When the project is complete and operational what additional skills will be needed in the business to make best use of this new resource and how do you plan to acquire these skills ? RDPE can provide support for relevant training.**

Forestry training for managing woodland, harvesting and processing woodchip fuel. Training from LANTRA.(Skills and training for environmental and land-based sectors)

TSE 'Welcome host' course for members of staff.

Marketing and promotion skills, in particular on-line marketing, social networks and website management. Advice from Business Links.

**4.11 With reference to the RDPE funding prospectus (see [www.seeda.co.uk/rdpe](http://www.seeda.co.uk/rdpe)) please indicate which funding measure(s) you think apply to this project**

Axis 3: Quality of life in rural areas and diversification of the rural economy

- 311 Diversification into non-agricultural activities
- 313 Encouragement of tourism activities

Priority 3-3 The development of rural tourism activities

- Sustainable use of the natural, heritage and cultural assets in the region to develop sustainable rural tourism activities. This will include normal commercial activities and social enterprises.

Axis 2: Enhancing the environment and countryside

Priority 2-2: Measure 214

- Providing opportunities for educational access.

**4.12 Before you can claim RDPE grants all items must be paid for and evidence of payments made available. Therefore, what arrangements have you made to bank roll the project, assuming that it could be several months between paying for an item and receiving the grant payment.**

A combination of self-funding investment loans. See Briefing document and Business plan at Annex 1 for more detail.

**4.13 Describe how this project will deliver wider benefits i.e. beyond the applicant business. You might consider them under the headings of Economic, Social and Environmental.**

Economic

- Provision of self-catering accommodation will bring opportunities to support the local economy, in particular Hampstead Norreys village Community Shop, the White Hart pub, The Living Rainforest, as well as other businesses and attractions in the area.
- Additional employment opportunities to manage and service the self-catering accommodation.
- Giving local artists and photographers we know the opportunity to showcase their work by displaying their paintings and prints in the accommodation.
- Benefits to businesses providing services to guests (e.g. Shop, pub, taxi, cycle hire, massage therapist, walking and cycling guides, as noted in section 4.3 above). Potentially: babysitting, shooting school, fishing, ballooning and boat hire business.
- We are considering networking with other accommodation providers to provide packages for walkers or cyclists planning journeys along the Ridgeway National Trail. Transport to a local access point could be provided if required, as well as transportation of luggage.
- This additional accredited self-catering accommodation, advertised by Visit Britain on the Enjoy England website, will help raise the profile of West Berkshire as a tourist destination, particularly in the overseas market.

### Social

- Opportunities for people to visit friends and family in the area, who can stay locally, at a reasonable price, for convenient lengths of time and in varying sized groups. This is of particular relevance at festival times of the year.
- The provision of accredited Disabled Access accommodation will provide a facility that is in very short supply in the area, giving disabled tourists the opportunity to socialise more easily.
- The location of Manor Farm Self-catering offers visitors the opportunity to feel part of a vibrant local community and to share village life as they use the shop, the pub, the church and the recreation ground.
- Visitors can add life and interest to a community as they meet residents on walks or when using village facilities.
- The self-catering accommodation will provide a sustainable use to

buildings that are no longer suitable for modern agriculture, thus preserving heritage buildings.

### Environmental

- Opportunities to stay on a farm offer environmental benefits as people learn more about the countryside and how it is cared for. Greater understanding leads to more informed decisions on lifestyle choices e.g. supporting local/British food producers and consideration of 'food miles' when making purchases. The village Community Shop will be focusing on supplying local food, which will be available to guests staying at the self-catering accommodation.
- Visitors will be able to observe the cycle of life in the natural world as they help feed the farmyard chickens and collect their eggs. Children will be able to learn more about the food chain as they eat the eggs they have collected.
- Guided walks and cycle rides will enable visitors to gain a deeper understanding and more 'hands on' experience of the natural environment.
- Accreditation with the Green Tourism Business scheme will help promote awareness of, and our responsibility to look after, the world we live in.
- By organising group travel by taxi, rather than in separate cars, to attractions and events, fuel will be saved and fewer pollutants will be emitted into the atmosphere.
- The Woodchip boiler heating system with a local supply of wood fuel has a number of benefits, the key ones being:
  - Provides renewable energy that helps mitigate climate change.
  - Provides jobs in the rural economy
  - Retains wealth within the local community (reducing 'fiscal leakage')
  - Increases the management of woodland which is beneficial for wildlife, amenity and access.
  - An educational tool (c.f. FWAG support for this purpose)

## 5. Project details

**5.1 In response to your earlier expression of interest SEEDA requires you to submit the following information to support your grant application.**

**A full business plan – see Annex 1**

**A three year forward cashflow indicating the impact of the investment –**

**Information set out in the response to your expression of interest**

**All the details as shown at sections 5.2 to 5.6**

### 5.2 Project expenditure projections – each item must be supported with three competitive quotes

Costs on which you plan to claim grant aid	Costs net of VAT (where appropriate) £	Date work will be completed and paid for	Comments
Building and ground works:			
Stables	£615,500	Sept 2011	
Granary	£145,500	May 2012	
Boiler house and store	£35,000	Mar 2011	
Boiler and associated equipment installation	£72,740	Mar 2011	
Fixtures and fittings for Stables and Granary	£68,000	Sept 2011 & Mar 2012	
<b>Totals</b>	<b>£936,740</b>		

With reference to table 5.2. If you plan to do any work using your own labour or equipment you must supply a detailed estimate of costs for each activity and support this together with three competitive quotes as evidence of the normal commercial rates for these activities. If SEEDA agrees the use of own labour/equipment the rates will be specified in the contract.

If you opt to not use the cheapest of the three competitive quotes you must provide an explanation why the selected supplier offers the best value for money.

### 5.3 Project funding proposals

Funding source	£	% of total package
Own cash	[REDACTED]	[REDACTED]
Commercial loans or mortgages (specify from which source and attach confirmation from the lender that this facility has been approved)	[REDACTED]	[REDACTED]
Private loan (specify from which source and attach confirmation from the lender that this facility has been approved)	[REDACTED]	[REDACTED]
Sale of assets (give details of asset sales and confirmation)	[REDACTED]	[REDACTED]
Other deferred payment method – give details and indicate when you will take full ownership of the assets purchased by this method	[REDACTED]	[REDACTED]
Landlord contribution	[REDACTED]	[REDACTED]
<b>RDPE grant rate requested</b>	£436,740	46.62%
<b>Totals</b>	<b>£936,740</b>	



#### 5.4 Project milestones

See Briefing document and Business plan and enclosures setting out timelines

#### 5.5 Grant claim dates and amounts

Claim dates – note that only in exceptional cases will SEEDA accept more than two grant claims.	Grant rate requested % as shown in table at 5.3	Amount of grant claimed	Comments
Stables and Boiler (see timelines in quote, Mar 2010 –Sept 2011	46.62%	£368,903	
Granary (see timelines in quote, Sept 2011 – May 2012	46.62%	£67,837	

## 5.6 You must supply with this application

- A signed and dated copy of this form
- The last three years' audited accounts
- Three competitive quotes for each item of expenditure together with detailed specifications of all items
- Copy of planning consent and any other approvals/licenses
- Evidence of commercial and private loans
- Letters of support from third parties
- Plans, engineers reports, architects reports.
- Completed sustainability checklist – RDPE OM form 12
- VAT declaration form – RDPE OM form 13
- Landlord confirmation of approval
- If tenanted, confirmation of length of tenancy
- The information listed at section 5.1

## 5.7 Declaration

### **I/We declare that:**

- The information supporting this application is correct and I/we accept full responsibility for it.
- I/We understand the information provided in this application will be used to assess and select proposals for funding under the Rural Development Programme for England (RDPE).
- I/We agree to disclose information about this application to organisations or consultants which SEEDA wishes to consult during the appraisal, ongoing management and evaluation of RDPE applications.
- In applying for RDPE funding I/we accept conditions of payment and understand that payments may be withheld or recovered if it appears that any undertakings have not been complied with or a false or misleading statement has been made.
- We will not be seeking other EU or Defra support for the actions included in this application.
- **I/We understand and accept that if this application is successful the grant award will be published by SEEDA, Defra, EU and the RPA, including the name and address of the applicant and the RDPE funding that has been agreed.**
- I/we confirm that the information supplied on this form is correct and complete. If successful, this funding will be used solely for the purposes shown in the application and will meet all the terms and conditions attached to any grant offer that is accepted.

### **I/We undertake that if this application is successful I/we will:**

- Fulfil the obligations of the RDPE including promotion of EU/Defra inputs to this project.
- Provide any further information as may be required by SEEDA.
- Allow access to records and premises to which this application relates for the purpose of carrying out an inspection and ensuring the compliance of this undertaking. This will include allowing access for external auditors and consultants.
- Co-operate and participate as required in any monitoring or evaluation exercises conducted by SEEDA or SEEDA appointed consultants, the RPA, Defra or the EU.
- Notify SEEDA immediately in writing if any changes occur to the application details.

Note that for partnerships all partners must sign this form. For limited companies a director must sign the form.

**1. Signed:**

Status:

Name (please print)

Date

**2. Signed:**

Status:

Name (please print)

Date

**3. Signed:**

Status:

Name (please print)

Date

**4. Signed:**

Status:

Name (please print)

Date

**5. Signed:**

Status:

Name (please print)

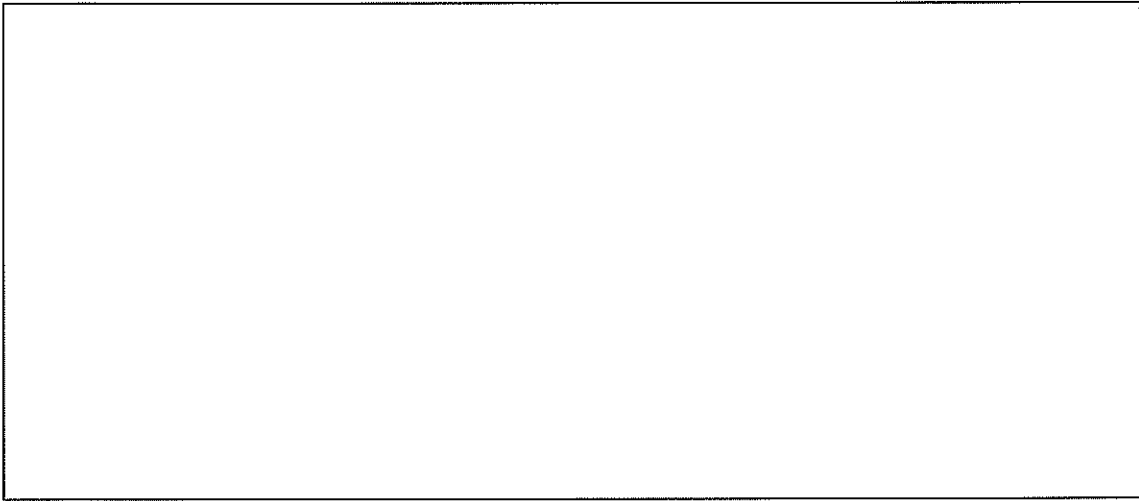
Date

**6. Signed:**

Status:

Name (please print)

Date



## Annex 1

### Business Plan Contents

To support your RDPE grant application the supporting business plan must cover at least the following. The size of the business plan should be proportionate to the size of the enterprise, but please keep them succinct and to the point. The **maximum** size of business plan we would expect to receive is 40 sides of A4 plus 20 pages of supporting evidence, but the majority should be much smaller.

1. The rationale for the proposed investments, and a description of the technical specification that will be used in delivering the project. If the project is collaborative give details of the collaboration agreement and the collaborators.
2. Market research evidence and a brief marketing plan.
3. An assessment of the wider economic and social impacts of the project
4. An evaluation of the environmental impact of the project and ways in which it will use current best practice to mitigate the impact on the environment
5. A financial appraisal of the impact of the project including
  - Three years cashflow projections
  - Five years profit/loss forecasts
  - An assessment of the impact on the balance sheet
6. Evidence to support the need for public funding
7. Details of the key personnel responsible for delivering this project, the skills required for ongoing running of the project, and how these skills will be developed
8. Confirmation of any advice you have taken from external experts
9. The risks associated with this project and how you plan to mitigate them.
10. How this project can help deliver the objectives of the
  - RDPE
  - SEEDA Regional Economic Strategy
  - The Regional forestry Framework (if the investment involves forestry)
  - The Woodfuels strategy
  - The Sustainable Farming and Food Strategy
  - Any other relevant regional strategies

