



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

Rural Development Programme for England

Expression of Interest Form for

- Farmers
- Foresters
- Horticulturalists
- Food processing businesses
- Farmer Controlled Businesses
- Contractors

Guidance

This form is for submitting your expression of interest, it is NOT a grant application form. All projects must submit an expression of interest before proceeding to a full application. This will save you time and money because SEEDA will provide guidance on whether you are eligible, and if so, how best to proceed with a full grant application. Please complete this self-explanatory form and email it to helendallas@seeda.co.uk. We will respond with advice within 15 working days.

If you have any queries on the completion of this form contact
Neville Sherlock – 01634 899134
Jonathan King – 01483 484200
Sarah Richards – 01483 484200

Applicant Details

Name of person completing this form and your status in relation to the business			
Business name	The Manor Farm Partnership		
Business address	The Manor Farm, Hampstead Norreys, Thatcham, Berks Postcode: RG18 0TD		
E-mail address			
Telephone number and mobile number			
What is the legal status of this business ?	Sole Trader	N	
	Partnership	Y	
	Limited Company	N	
	Limited Company (not for profit)	N	
	Company Limited by Guarantee	N	

	Other (please specify)	N	
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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.

Your name and status	
Business name	
Business address	
	Postcode:
E-mail address	
Telephone number and mobile number	

3. Business Details

Indicate all categories that apply to the business that is applying for RDPE support	Arable Farmer	Y
	Livestock Farmer	Y
	Mixed farming	N
	Forester	N
	Farmer Controlled Business	N
	Contractor	N
	Food Processing Business	N
	For farmers, foresters and horticulture business please give further details of your activities	Stocking and cropping details Number of full time equivalent employees Three (3) Are you a registered organic business? No

	How long have you been trading? Members of the Betts family have been trading at Manor Farm for 6 generations. The most recent family partnership was set up on 1 Jan 2007. Breakdown of owned and tenanted land All land is owned (approx 350 acres) For tenanted land has the Landlord given approval for this project to proceed? N/A If you have already developed any farm diversification activities please give brief details. We opened a bed and breakfast business in 2003 which operates from the Manor House.
For contractors please give further details of your business activities	What type of contracting activities do you undertake ? Number of full time equivalent employees ? How long have you been trading ?
For food processing businesses please give further details of your activities	What type of food processing do you undertake ? Number of full time equivalent workers including managers and owners What % of the food you process is from non-EU sources ? What % of the food you process is produced on your own farms ? How long have you been trading ?

For farmer controlled businesses please give further details of your activities	Describe the nature of the business and its key activities How many farmer shareholders/members are there ? How long have you been trading ?
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4. Project Details

4.1 Name of the project
Conversion of existing Grade II listed stableblock building to self-catering accommodation for tourism, served by biomass boiler heating system.
4.2 Brief description of the project
The project involves providing self-catering accommodation within the context of a larger farmyard diversification scheme in the centre of Hampstead Norreys. A wood chip boiler will be installed to serve the project.
4.3 SEEDA will give priority to funding collaborative projects. By this we mean projects where risks and rewards are shared across a number of businesses though a shared investment and working together to achieve a successful new enterprise. If this project is collaborative please explain the nature of the collaboration, any proposed formal structure for the new venture, and give the names and addresses of your collaborators. You must also indicate the type of businesses operated by the collaborators.
Although there is no collaboration in the sense set out above, we will be working with the village community shop to provide tailored services to guests staying at the self-catering accommodation. We will also have links with local people offering local activities for guests staying at the self-catering accommodation, e.g. cycling and nature/historic walks.
4.4 Where will the project be located
Hampstead Norreys, Berkshire RG18 0TD

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 ?

- Stableblock is Grade II listed as part of the curtilage of the Manor House. A new use has 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. (quote Newbury TIC)
- Providing self-catering accommodation units will build on the current bed and breakfast and self-catering business and further develop the farm diversification programme. (Not going ahead means not taking a step to fulfil the demand for self-catering accommodation in this part of West Berkshire.)
- Lack of grant aid will jeopardise the restoration of these listed buildings
- It provides for the opportunity to employ local people to service the accommodation
- Without grant aid, the start up costs for the biomass heating system are prohibitive.

4.6 How does this project fit with the underlying business ?

- It is part of the overall farm diversification business plan to bring an 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 biomass boiler (wood chip) allows the business to take advantage of the farm woodland to supply wood chip fuel,

4.7 What are the expected project start and end dates

Project is expected to start in Autumn 2009
Expected to complete Autumn 2010

4.8 List the approvals and licenses that apply to this project – for example, planning approval, building regulations, Food Hygiene regulations, Environment Agency consent, forestry management plan, health and safety.

- Building regulations

4.9 What benefits will this project bring for your business, and for other businesses in your locality ? What are the wider social and environmental benefits of this project ?

- Self catering/holiday lets will provide a sustainable use to buildings that are no longer suitable for modern agriculture
- Provision of self catering/holiday lets will bring employment opportunities and increased trade for local facilities (e.g. additional custom at the White Hart pub and extra visitors to the Living Rainforest.) There will be additional customers for the Village Community Shop, who will receive a Welcome Hamper and will be encouraged to buy their provisions there.
- Opportunities to holiday 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.
- Cycling and walking provide opportunities to study farming and wildlife at close hand and to appreciate the ecology and interconnectedness of the natural world.
- The location of Manor Farm Self-catering offers visitors the opportunity to feel part of a vibrant local community, and share village life as they use the shop, the pub, the church and the recreation ground.
- Biomass heating system with a local supply of woodfuel 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.

4.10 Will your project compete with other established businesses in a 10 mile radius of your project ? If so please provide further details.

There is very little self-catering accommodation in this area. Of note are:
Heron's Farm, nr Pangbourne (and offering equestrian activities)
Goring 'Brambly Thatch' cottage

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

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

4.12 In the last three years have you received any funding from public sources (excluding Agri-environment payments and Single Payment Scheme) that have been described as providing State Aid. You will need to check the paperwork associated with these payments and if any of them were described as coming under state aid rules please give the details below.

No

4.13 All projects supported under RDPE must address environmental sustainability. Please indicate which of the following apply to this project and describe the actions you are taking to address sustainability.

- Standards of building construction
- Energy, water and waste management
- Transport policies
- Packaging for products
- Impact on the countryside, landscape and biodiversity
- Sourcing of inputs and food miles
- Protection of historic assets

5. Project expenditure projections

Costs on which you plan to claim grant aid	Costs net of VAT (where appropriate) £	Date work will be completed
Building works	800,000	Autumn 2010
Equipment – list the items		
Professional fees		
Hire of equipment		
Utilities		

Other costs – please specify		
Totals		

6. Project funding proposals

Funding source	£	% of total package
Own cash	████████	████████
Commercial loans or mortgages	████████	████████
Private loan	████████	████████
Sale of assets	████████	████████
Other deferred payment method	████████	████████
Landlord contribution	████████	████████
RDPE grant requested	300,000	37.5%
Totals	800,000	