



Business Appraisal and Justification Statement

Equine America (UK) Limited
Beckley Stud
Reeds Lane
Southwater
Horsham
RH13 9DQ

On Behalf Of

Mr Lee Middleton
Managing Director of Equine America (UK) Limited

CONTENTS

1	EXECUTIVE SUMMARY	3
2	INTRODUCTION	4
3	THE BUSINESS – HISTORY & OVERVIEW.....	5
4	PRODUCTS	7
5	SPONSORED RIDERS & TRAINERS	9
6	THE HORSES	12
7	BUSINESS ETHOS AND ENVIRONMENT.....	14
8	WORKPLACE CULTURE & STAFF BENEFITS.....	15
9	CURRENT AND FORESEEABLE OPERATIONAL REQUIREMENTS.....	19
10	THE ALTERNATIVE OPTION	22
11	GROUNDS FOR REFUSAL	24
12	CONCLUSION.....	28
13	APPENDICES	30

1 EXECUTIVE SUMMARY

- 1.1 This Business Appraisal and Justification Statement has been prepared in support of the appeal relating to the refusal of planning permission under application DC/25/2133 for the erection of a new storage building and associated hardstanding, together with the retention of existing hardstanding at Beckley Stud. It explains the operational role of the site and why the proposed development is required to support the continued functioning of Equine America (UK) Limited.
- 1.2 Equine America (UK) Limited is a long-established equine health and nutrition business based in the Horsham District, which has experienced significant growth since 2018. It develops and supplies specialist supplements to UK, European and international markets, works with UK manufacturers, and employs local staff. The brand's identity and recognition are closely associated with Beckley Stud, which serves as its operational base.
- 1.3 The report demonstrates that the site operates as an integrated rural business base, incorporating warehousing, dispatch, product development, customer engagement and equine activity. Existing permanent storage provision is no longer sufficient to meet current and future operational requirements, particularly in relation to order fulfilment and packaging. In light of continued growth, increasing product volumes and an expanding product range, the business is seeking a permanent building to accommodate its essential operational needs.
- 1.4 It is further evidenced that Beckley Stud is fundamental to the business's identity, efficiency and continued success. The evidence presented indicates that relocating operations away from Beckley Stud, potentially overseas, would undermine Equine America (UK) Limited's established operational model and reduce the company's contribution to the local and rural economy.
- 1.5 Overall, the report concludes that the proposed development is justified by clear operational and functional requirements directly linked to the established use of Beckley Stud, and that the continued growth of Equine America (UK) Limited at this location is consistent with both national and local planning policy objectives.

2 INTRODUCTION

- 2.1 This appraisal is submitted in relation to the refusal of planning permission under application DC/25/2133 dated 20th March 2026 and supports the Statement of Case relating to the appeal of the decision.
- 2.2 The application sought consent for the erection of a new storage building and associated hardstanding, and the retention of existing installed hardstanding at Beckley Stud, Reeds Lane, Southwater, West Sussex RH13 9DQ.
- 2.3 This report provides an analysis of the established operational business activities of Equine America (UK) Limited at Beckley Stud, as well as the existing and future requirements of the business. It is understood that further justification was not requested during the consultation period of the original planning application, even though it was the main reason the application was refused. Due to the lack of opportunity to provide such justification during the application process, this document is provided to give wider insight into the nature of Equine America (UK) Limited and its operation needs.
- 2.4 This report has been prepared by Sophie Lawes MRICS FAAV on behalf of Mr Lee Middleton (Managing Director of Equine America (UK) Limited). Sophie is a Member of the Royal Institution of Chartered Surveyors (RICS Registered Valuer No. 6966047) and a Fellow of the Central Association of Agricultural Valuers. She is a Surveyor with Batcheller Monkhouse Ltd and is routinely involved in the management and valuation of property including residential dwellings, farms, agricultural land, equestrian property, commercial property and woodland.

3 THE BUSINESS – HISTORY & OVERVIEW

- 3.1 Equine America (UK) Limited is a UK-founded animal health and nutrition company specialising in the development and supply of high-quality supplements designed to support optimum equine health, welfare and performance.
- 3.2 The business was established in 1997 by Phil and Julie Middleton and has remained a family-owned enterprise since. In 2018, ownership was acquired by their son, Lee Middleton, following his return from the United States where he had successfully developed and expanded the equestrian safety equipment business Point Two.
- 3.3** Following acquisition, Mr Middleton undertook a significant restructuring of the business, including the relocation of all product manufacturing from the United States to the United Kingdom. This strategic decision was made for both logistical efficiency and supply chain resilience and has contributed positively to UK-based manufacturing. The company now partners with four UK-based manufacturers to produce its product range, which intrinsically supports the UK economy.
- 3.4 The Horsham District has been the operational base for Equine America (UK) Limited for approximately three decades, during which time the business has become embedded within the local rural economy and equestrian community. The company has developed a stable and skilled workforce, with a significant proportion of staff recruited locally, and several employees having worked for the business for decades.
- 3.5 The restructuring undertaken by Mr Lee Middleton from 2018 onwards has underpinned a period of sustained and substantial business growth. Since that time, the company has expanded its operations across the UK, United States and European markets, with overall business activity reportedly increasing to approximately three times its 2020 level. A clear strategic plan has been established to further strengthen and expand the company's presence across Europe, indicating that continued growth is anticipated for this well-established and widely recognised brand. Financial growth since Mr Lee Middleton took on the company is shown in Figure 1 below.

Figure 1: Financial Growth

Year	Net assets / worth	Percentage growth (year on year)
2018	██████████	-
2019	██████████	8.9%
2020	██████████	47.4%
2021	██████████	47.7%
2022	██████████	18.7%
2023	██████████	14.3%
2024	██████████	17.5%

3.6 Prior to the pandemic, the business operated from an industrial estate, however, due to the health and financial pressures endured during this period, the lease on that premises was relinquished and operations were relocated to Beckley Stud. This relocation marked a pivotal point in the company's development, enabling a period of sustained growth. The success achieved since then is directly associated with the benefits of the Beckley Stud location and the environment it provides, which has proven to be significantly more effective for business growth than the previous conventional industrial unit.

3.7 Equine America (UK) Limited owns Beckley Stud, which provides significant operational flexibility in terms of site development and the ability to accommodate future business growth, as well as reducing ongoing overheads due to the absence of rent payments. Any investment or alteration to the site is undertaken with a long-term perspective, reflecting Beckley Stud's role as the established home of the business and its intended continuation as the company's primary operational base, subject to appropriate expansion of on-site facilities.

4 PRODUCTS

- 4.1 Equine America (UK) Limited are pioneers of equine supplements who continuously develop and refine its supplement range to support optimum equine health, welfare and performance in a dynamic and evolving equestrian environment.
- 4.2 Equine America (UK) Limited employs its own qualified veterinarians and nutritionists to assist with the development of products, who work with elite riders and professional trainers to inform and guide product development.
- 4.3 The science behind the products is led by Deborah Leabeater, a Chartered Biologist with a Master's in Equine Science, who has been a nutrition consultant to leading vets and trainers in both the Thoroughbred world and the competition horse world. She speaks at veterinary conferences across Europe, the United States, the Middle East and South Africa. The team she leads collaborates with veterinary universities.
- 4.4 The product range is designed to support equine health, welfare and performance, with formulations intended to help horses achieve and maintain optimal physical condition. The supplements are organised into key functional categories, as follows:
- Joint Care Supplements
 - Calming and Behavioural Supplements
 - Digestive Supplements
 - Competition Supplements
 - Electrolytes
 - Respiratory Supplements
 - Vitamins and Minerals
 - Hoofcare Supplements
 - Musclicare Supplements
 - Wellbeing Supplements

- Skincare Supplements
- Breeding Supplements
- Grooming Products
- Anti-Microbial Products

A full list of products is attached at Appendix A.

4.5 Equine America (UK) Limited serves a broad and diverse customer base spanning the international equestrian sector. This includes elite-level competition riders across disciplines such as eventing, showjumping, dressage and horse racing, as well as amateur competitors, leisure riders and recreational horse owners. In addition, its products are widely used by equine rehabilitation centres, veterinary practices and equine therapy professionals. The breadth of the product range ensures suitability for horses of all ages, breeds, workloads and performance levels, with formulations designed to support general health, targeted nutritional requirements, recovery and peak athletic performance.

4.6 All products supplied by the business are accredited under BETA NOPS and UFAS assurance schemes, providing independent verification of feed safety and quality standards. This certification provides assurance that products are produced in accordance with strict controls to minimise the risk of prohibited substance contamination, supporting compliance with the regulatory frameworks of the UK Veterinary Medicines Directorate, the Food Standards Agency, the Fédération Equestre Internationale (FEI) and the British Horseracing Authority (BHA). This accreditation is particularly important for competition horses, where regulatory compliance and traceability are essential to safeguarding both horse welfare and sporting integrity.

5 SPONSORED RIDERS & TRAINERS

- 5.1 Equine America (UK) Limited sponsors a number of internationally recognised riders to enhance brand visibility across global equestrian markets. By partnering with riders competing at Olympic, World Championship and other elite international levels, the company strengthens the perceived credibility and real-world validation of its product range in a way that conventional marketing channels may not achieve. These partnerships also help to reinforce that the products are regulatory-compliant, thereby further supporting customer confidence and trust.
- 5.2 The business's sponsorship model differs from traditional paid endorsements. Equine America (UK) Limited does not provide direct financial remuneration to riders for promoting the supplements. Instead, supported riders and trainers are supplied with products in return for brand representation and visibility within their professional environments and competitive networks.
- 5.3 As there is no direct financial incentive for participation, these relationships are more likely to be based on genuine product use, preference and perceived effectiveness in high-performance settings. This structure is intended to promote the authenticity of Equine America (UK) Limited's endorsements, as riders and trainers competing at the highest levels are generally selective in the products they use, prioritising those that demonstrably support performance, recovery and equine welfare. This, in turn, further reinforces the credibility and professional standing of the product range.
- 5.4 Sponsored riders and trainers include (this is not an exhaustive list):

Zara Tindall MBE – Eventing World Champion 2006, Team GB Silver medallist (London 2012) and BBC Sports Personality of the Year 2006.



John Whitaker MBE – One of Britain's greatest ever showjumpers, multiple Olympic medallist, multiple World Championship medallist, multiple European Championship medallist and countless international Grand Prix wins.

William and Pippa Funnell – Olympic, World Championship and European Championship medallists in both Eventing and Showjumping. Together, they run The Billy Stud, an extensive breeding programme producing elite competition horses based in Surrey.



Dan Skelton – Leading National Hunt trainer with numerous Grade 1 and Cheltenham Festival winners.



6 THE HORSES

- 6.1 Mr Lee Middleton, Managing Director of Equine America (UK) Limited, has been involved in the breeding and production of elite-level sport horses at Beckley Stud for over 20 years. The breeding of top competition horses is integrated into the way in which Equine America (UK) Limited has grown and continues to operate and is not a separate operation. The horses are owned by Equine America (UK) Limited and reared at Beckley Stud, supporting a closely aligned approach between equine production, performance development, and the company's broader equine-focused activities.
- 6.2 Up until the COVID-19 pandemic, the majority of breeding and early production of young horses was undertaken at Beckley Stud. However, as the programme expanded beyond the capacity of the existing facilities, a decision was made to relocate breeding activities to an additional property owned by Mr and Mrs Middleton in Forest Green, Surrey. At the same time, the approach to production was adapted, with young horses being introduced to professional riders at an earlier stage in their development.
- 6.3 Beckley Stud continues to play a key role within the wider breeding and production programme operated by Equine America (UK) Limited. Young horses are still raised predominantly on grass at Beckley Stud, benefitting from a natural, open environment during their early years. The presence of horses on site is closely linked to the company's wider commercial activities and rural operations, while also contributing to long-term brand visibility.
- 6.4 The horses kept at Beckley Stud, bred and owned by Equine America (UK) Limited, provide an important practical resource for ongoing product observation and evaluation. Under the supervision of nutritionists and veterinary professionals, these horses are used to monitor the performance of supplements in a real-world setting. This includes assessing a range of indicators such as impacts on overall health and wellbeing, observable physiological responses, and palatability.

- 6.5 Lee Middleton has always been passionate about selective breeding from proven, high-quality bloodlines with the objective of producing progressively superior sport horses. This targeted breeding approach, combined with the involvement of internationally recognised riders who develop and produce the horses from an early stage, contributes to the production of elite-level competition and racehorses capable of performing at the highest levels of international sport. Each year, Equine America (UK) Limited breeds one showjumper and one racehorse to continue the string of 'Equine America' horses.
- 6.6 Each horse is given the 'Equine America' prefix to its competition name. As these horses develop and progress into their competitive careers at international level, they provide significant real-world visibility for Equine America (UK) Limited within elite equestrian sport. Having been supported with the company's supplements throughout their development, this provides customers with real-life, credible examples of how Equine America (UK) Limited products aids the production and performance of top-level performance horses.

7 BUSINESS ETHOS AND ENVIRONMENT

- 7.1 While Equine America (UK) Limited is a multi-million-pound international enterprise, it remains a family run business based at Beckley Stud, in the heart of West Sussex.
- 7.2 Mr Lee Middleton and Mrs Rebecca Middleton are the sole stakeholders in the business and are actively involved in the day-to-day operations at Beckley Stud, attending the site in person on a daily basis. They maintain close working relationships with a small team of employees, engaging them regularly in both product development and wider business activities. This collaborative approach helps foster a strong sense of inclusion, responsibility, and accountability among staff, encouraging greater engagement and contribution to the ongoing development and success of the business.
- 7.3 The employees have played a fundamental role in the growth and development of Equine America (UK) Limited over the past six years. Beckley Stud acts as the operational base of the business, providing a working environment that reflects its wider commitment to the health, welfare, and performance of elite competition horses. This setting reinforces the close integration between day-to-day operations and product development.
- 7.4 Customers and veterinary professionals regularly visit the site, where they can observe the horses used for product development and the natural environment in which they are kept. This setting is central to how the business is perceived and understood by both existing and prospective customers, many of whom are equestrians and operate in environments more closely aligned with Beckley Stud than with industrial estates.
- 7.5 Trade visitors are also able to see the logistical and operational side of the business in practice, including the efficient coordination between administrative and warehouse operations within a cohesive rural working environment. The integration of the business within this setting has been a key factor in its success since relocating from an industrial unit to its current location.
- 7.6 As Beckley Stud serves as the operational home of Equine America (UK) Limited and accurately reflects the nature of the business, a significant proportion of the company's marketing and media content is also filmed and curated on site.

8 WORKPLACE CULTURE & STAFF BENEFITS

- 8.1 Beckley Stud currently comprises a temporary office unit with meeting facilities, a stable yard (subject to a pending planning application for conversion to office use), one permanent warehouse and distribution buildings, a temporary storage structure, a disused sand school, and associated paddocks, all within a site of approximately 11 acres. The scale and rural nature of the site, combined with the way in which Mr Lee Middleton and Mrs Rebecca Middleton manage their team, ensures that the outside space is integrated within every employee's working day.
- 8.2 The temporary office building currently provides a professional and well-maintained workspace with views across the surrounding site. Immediately to the east of the offices is an outdoor seating and an enclosed lawned space, which staff are encouraged to use for breaks, allowing them to make full use of the external environment to relax and reset during the working day.



- 8.3 Employees are able to bring their dogs to work, which contributes to the relaxed and informal atmosphere at Beckley Stud. The dogs are integrated into the day-to-day workplace environment, accompanying staff both within the office and around the wider site, including regular walks throughout the property. This approach forms part of the positive and flexible workplace culture encouraged by the business.
- 8.4 In addition, Mr Lee Middleton and Mrs Rebecca Middleton actively encourage staff to make use of the surrounding paddocks and pathways to step away from their desks during the working day. The opportunity to work within a natural rural environment, with horses located immediately adjacent to the offices, contributes positively to employee wellbeing and overall job satisfaction. This distinctive working setting has played an important role in supporting staff retention, continuity and productivity.





8.5 All employees are able to, and are encouraged to, attend the shows that Equine America (UK) Limited sponsors and exhibits at, meaning staff have the opportunity to attend the most prolific equestrian events in the world, including:

- Defender Burghley Horse Trials
- Mars Badminton Horse Trials
- Al'Shir'aa Hickstead Derby Meeting
- Horse of the Year Show
- Global Champions Tour

- 8.6 Equine America (UK) Limited covers all staff-related expenses associated with these events and provides either additional remuneration for overtime worked or time off in lieu.
- 8.7 Employees across all areas of the business, irrespective of their role, are encouraged to participate in direct customer-facing interactions to maintain a strong understanding of both the products and the needs of customers. This approach enables staff to provide valuable feedback based on conversations with riders, horse owners and industry professionals across all levels of the equestrian sector, from elite international competition through to amateur and leisure participation.
- 8.8 This close engagement with customers, combined with in-house nutritional and veterinary expertise, the use of UK manufacturers, and the ongoing testing and observation of products using horses on site, enables the business to respond quickly and effectively to changing market demands and industry developments. Collectively, these factors provide the company with a strong degree of operational agility and a competitive advantage within the equine supplements sector.

9 CURRENT AND FORESEEABLE OPERATIONAL REQUIREMENTS

9.1 Current Operational Activity

- 9.1.1 All Equine America (UK) Limited products are distributed through Beckley Stud, including stock dispatched to sub-distribution centres supplying retail outlets, as well as direct-to-consumer online orders. The site therefore functions as the central operational and logistical hub for the UK business.
- 9.1.2 In addition to servicing the UK market, approximately 50% of products distributed to Europe are dispatched from Beckley Stud following manufacture within the UK. The remaining European supply is distributed via the company's Netherlands-base, while products destined for the United States are distributed through the American base.
- 9.1.3 Although not all international products are physically exported from Beckley Stud, the site remains fundamental to the wider global operation as the operational home of the business, where products are developed, tested, and promoted. The UK also represents a logical base for the business given the concentration of internationally recognised riders, trainers, breeders and equestrian events located within the country.
- 9.1.4 To demonstrate the scale of the UK operation, and to reflect the significant proportion of products also exported into European markets, Figure 2 below illustrates the volume of product dispatches from Beckley Stud during April.

Figure 2: Dispatched Orders during April 2026

Type / category	Number
██████████	117
██████████	2,866
Total orders dispatched	2,983
Total product units dispatched	52,500

- 9.1.5 While the month of April 2026 was a busy month for Equine America (UK) Limited, based on seasonal patterns and forecast growth figures, the business considers it to be a conservative baseline for the forthcoming six months.

9.2 Product Storage

- 9.2.1 The existing permanent warehousing facilities at Beckley Stud are no longer sufficient to accommodate the current scale of storage and distribution activity undertaken by Equine America (UK) Limited. This has resulted in the progressive reliance on temporary measures, initially through the use of shipping containers and subsequently through the erection of a temporary storage building. The business now seeks to provide a permanent storage facility capable of meeting existing operational requirements, while also allowing for a reasonable level of future growth, thereby reducing the likelihood of requiring further additional buildings in the foreseeable future.
- 9.2.2 At present, the limitations of the existing permanent warehousing and temporary storage structure directly restrict the volume of stock that can be held on site. The business aims to maintain approximately two to three months' worth of stock, however, current capacity limits this to one to two months of stock. In addition, the lack of capacity limits the ability to store larger quantities of higher-volume lines.
- 9.2.3 As a consequence, lead times can increase when larger orders are received as existing stock is insufficient to meet customer demand. This presents a significant operational constraint on the continued growth of the business, particularly in the context of increasing levels of demand and the expanding range of products.
- 9.2.4 Additional pressure has also arisen following the acquisition of the Irish equine supplement brand Horse First in June 2025 as part of the company's strategic expansion into European markets. Distribution of the approximately 20 core Horse First product lines has since been consolidated to Beckley Stud, increasing both storage requirements and distribution activity.

9.2.5 The scale of operations is demonstrated by distribution figures recorded during April 2026, during which 44,401 inbound product units were delivered to Beckley Stud from UK manufacturers, while outbound deliveries totalled approximately 52,500 units as shown in Figure 1 above. These figures illustrate the intensity of the distribution operation and further demonstrate that the existing storage capacity, even with the temporary building in place, is insufficient to support current business demands efficiently.

9.2.6 As well as product storage, further space is required for operational materials and equipment associated with the day-to-day running of the business, including pallets, packaging materials, waste handling, show stands and marketing equipment. These ancillary requirements place additional pressure on the already constrained storage and operational capacity available on site.

9.3 Order Picking and Packaging

9.3.1 Due to the nature of the distribution operation, space is required not only for the storage of products, but also for the efficient organisation, picking and packaging of orders prior to dispatch. At present, the limited operational space surrounding the stored stock becomes congested quickly during daily order picking and packaging. This reduces operational efficiency and results in products being moved and handled more frequently than would normally be necessary within an appropriately sized distribution facility.

9.3.2 To maximise picking and packing efficiency, each individual product type and variant requires its own readily accessible ground-level pick location. The existing permanent and temporary storage buildings are unable to fully accommodate this requirement across the expanding product range, resulting in reduced efficiency in order fulfilment processes and slower dispatch times for customer orders.

9.3.3 Looking ahead, the business intends to make significant further investment in the promotion and expansion of its newer product ranges. Without the provision of sufficient permanent storage and operational capacity, however, the continued growth of the UK-based business would be substantially constrained.

10 THE ALTERNATIVE OPTION

10.1 Equine America (EU) Limited already has a base in the Netherlands with sufficient capacity to fulfil UK orders and absorb the operational activities currently undertaken at Beckley Stud.

10.2 This relocation would have a wide range of significant consequences for both Equine America (UK) Limited and the surrounding rural economy. Some of the principal impacts are outlined below:

- The identity, reputation and customer trust associated with the business have been closely shaped by its connection to Beckley Stud and its rural UK setting. The company's ethos, developed over many years by Lee Middleton, and previously by his father, forms an important part of the brand's authenticity and market position within the equestrian sector. Relocating the operation overseas would fundamentally alter this character and risk undermining many of the qualities that distinguish the business within a highly competitive market.
- It is considered highly unlikely that the existing workforce, including employees who have worked for the company for up to 30 years, would relocate to The Netherlands. As a result, the current team of employees would be at significant risk of redundancy. The distinctive workplace culture and rural environment provided at Beckley Stud are not characteristics commonly replicated within conventional business operations. As a result, employees seeking alternative employment opportunities would be unlikely to find a comparable working environment offering the same combination of workplace culture and employee-focused benefits.
- The relocation of operations would also result in the loss of substantial economic expenditure within the local area. The business is estimated to spend approximately [REDACTED] annually within the Horsham District. The removal of the operation from Beckley Stud would therefore reduce expenditure within the local economy, including among a number of rural businesses that currently benefit indirectly from the company's presence and activity.

- The existing operational model also supports UK-based manufacturing. At present, products are produced through relationships with multiple UK manufacturers before being distributed from Beckley Stud. If UK distribution operations were significantly reduced or ceased entirely, there would be increased commercial pressure to relocate a greater proportion of manufacturing activity to mainland Europe in order to reduce export and transport costs. This could result in a further loss of economic activity from the UK supply chain.
- The presence of Equine America (UK) Limited at Beckley Stud also contributes to the wider rural equestrian economy through links with veterinary professionals, nutritionists, riders, breeders and equestrian events.

10.3 Beckley Stud has been central to the growth and development of Equine America (UK) Limited into the internationally trading yet family-operated business it is today. The company provides a distinctive example of a successful rural enterprise, employing approximately 20 people from within the Horsham District while operating at an international scale within the equestrian and animal health sector. The displacement of such a business from Beckley Stud, with the potential consequence of relocating substantial operations outside the UK, would give rise to a range of unintended economic and social impacts that would conflict with the broader objectives of national planning policy and local policies supporting rural enterprise, employment retention and sustainable economic growth.

11 **GROUND'S FOR REFUSAL**

- 11.1 The decision to refuse planning permission under application DC/25/2133 dated 20th March 2026 was based on a multitude of factors that have been addressed within this report.
- 11.2 For clarity, below is a summary of the various reasons for refusal, with supported reasoning as to why such reasons are void:
- 11.2.1 *'It is not clear from the submission what equestrian activity remains at the site, with a separate application also under consideration for conversion of the existing stable block (in its entirety) to offices (ref: DC/25/1444). The absence of a sand school and any stables would clearly limit the continued use of the site for horse breeding and training purposes.'*

As previously explained, the breeding and early development programme operated by Equine America (UK) Limited outgrew the facilities available at Beckley Stud over time. As a result, breeding activities were relocated to a separate property owned by Mr and Mrs Middleton in Forest Green, while the production and training of young horses is now undertaken by professional riders from an earlier stage in their development.

Despite these changes, Beckley Stud continues to play an important role within the wider breeding and production programme by providing year-round turnout and grazing for young horses and broodmares. The site offers a natural outdoor environment considered important for the healthy physical and behavioural development of young horses, allowing them to mature outdoors, rather than being extensively stabled.

Typically, the site accommodates young horses, generally one- and two-year-olds, alongside broodmares forming part of the programme. As the ridden training and competitive production of horses is now carried out externally once they reach approximately three to four years of age, the existing stables and sand school are no longer essential to the operation.

- 11.2.2 *'The preceding Inspector considered a separate storage building to be an acceptable form of 'diversification' and to relate to the wider equestrian activities taking place on the site. This was though for a significantly smaller scale of development which although at odds with the Council's original decision, could be deemed as being complimentary to a rural based enterprise.'*

The "wider equestrian activities" should not be considered a separate function from Equine America (UK) Limited, but rather an integrated part of its core operations. The horses bred and produced within this programme are owned by the business and are directly linked to its long-term objectives, including product development and brand representation.

From an early stage, these horses are used for the testing and observation of the Equine America (UK) Limited's products, supporting their development into elite-level sport horses. This integrated approach provides the business with credible and consistent exposure at the highest levels of competition, where horses carrying the "Equine America" prefix regularly achieve credible results on the international stage.

- 11.2.3 *'In contrast, the scale of the proposed development and its intended storage use would represent a significant change to the balance of uses across the site. It is considered that the scale and nature of the proposed development is such that there would be a material change in the character of the use taking place on the site, which rather than being an equestrian led facility would be dominated by non equestrian activities. The storage of goods for the equestrian market does not necessitate a countryside location and there is no evidence to suggest this storage is directly linked to any equestrian activity remaining on the Beckley Stud site.'*

As highlighted throughout this report, the presence of horses on site forms an intrinsic and inseparable part of Equine America (UK) Limited's operations at Beckley Stud. The site does not therefore represent two distinct or competing uses, but rather a fully integrated operational model in which equine, production, storage and distribution functions are closely interlinked.

The business is fundamentally underpinned by its rural setting, which has enabled the creation of a distinctive and highly integrated working environment. The equestrian character of the site is central to the identity and ethos of the company and plays a key role in shaping how the business operates and engages with customers. Visitors to the site, including existing and prospective clients, can experience first-hand the company's working environment, reinforcing its ethos.

The combined location of product storage, distribution, and equine activity enables collaborative engagement between staff and customers, giving greater visibility to all aspects of the business.

While this approach may be considered unconventional in the context of larger-scale international logistics or manufacturing operations, it is central to the continued success and growth of Equine America (UK) Limited. It enables the company to maintain a strong connection between its equine foundations and commercial activities, while also supporting its long-standing contribution to the local economy within the Horsham District.

This business model is something that Mr and Mrs Middleton are immensely proud of.

11.2.4 *'The development is therefore contrary to Policies 10, 25, 26, 32 and 33 of the Horsham District Planning Framework (205) and Policy SNP16 and SNP21 of the Southwater Neighbourhood Plan.'*

The planning policies referred to encompass a range of considerations, including whether development supports sustainable economic growth appropriate to its location, contributes to the rural community, and is acceptable in terms of landscape impact and design quality.

It is considered that all of the above are appropriately addressed as part of the proposed development, with further justification provided within this report.

The ethos and reputation of Equine America (UK) Limited mean that any new building must be designed to reflect the established character, quality, and operational environment of the site. It is not in the company's interests to deliver a development that fails to align with planning policy and so to adversely affect the surrounding area. As the business is reputation-led, careful consideration has been

given to the design, scale, and siting of the proposed building to ensure it meets operational requirements while minimising visual and environmental impacts on the wider landscape and local community.

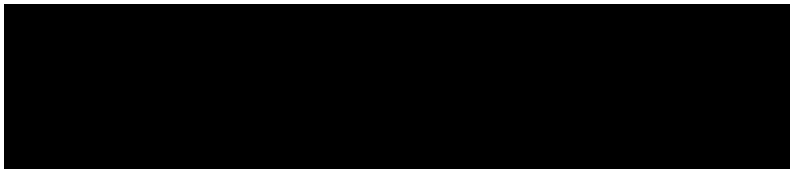
SNP16 focuses on the quality and appearance of new development in Southwater and SNP17 supports the growth of local business and employment within Southwater, both of which are considered to support the proposed storage building at Beckley Stud.

12 CONCLUSION

- 12.1 The proposed storage building is required to meet the operational needs of Equine America (UK) Limited in order to meet current and future product demand and order processing.
- 12.2 The existing permanent warehouse and storage facilities are no longer sufficient to support the volume of stock required for efficient order processing, nor do they provide adequate space for picking, packing, and dispatch operations. The increasing reliance on temporary measures, including shipping containers and a temporary storage structure, has highlighted the need for a permanent, long-term solution to address the company's ongoing storage requirements.
- 12.3 HDPF Policy 26 requires that development in the countryside is justified by essential need. This report demonstrates that the operation, ethos, and continued success of this international equestrian business is intrinsically linked to its location at Beckley Stud, which forms the established base of the family-run and owned company.
- 12.4 In the absence of the proposed development, the business would need to consider relocating its Beckley Stud operations to its European base in The Netherlands. Such a move would result in the loss of the significant economic, employment, and supply chain contributions currently made to both the local area and the wider UK economy.
- 12.5 The proposed building is considered appropriate in terms of scale, design, and siting, being located on existing hardstanding formerly used as a sand school. Its position within the established built form ensures it remains consistent with the character of the site. Existing vegetation provides natural screening, helping to minimise landscape impact, while the design, form, and materials have been selected to reflect the rural context and avoid any unacceptable visual harm to the surrounding area.

- 12.6 The presence of horses on site forms an integral part of Equine America (UK) Limited's business. Young horses are turned out year-round at Beckley Stud before progressing into professional training and production with the objective of becoming elite-level competition horses. As such, the existing sand school and stable facilities are no longer required for the current operational model. The horses are owned and bred by Equine America (UK) Limited and are utilised for product testing and observation to evaluate the performance and effectiveness of the supplements.
- 12.7 In light of the clearly demonstrated operational need, the lack of adequate existing storage and the policy-compliant siting and design of the proposal, the development is considered to represent sustainable rural growth of the existing rural business. It is considered that there is a clear and justified requirement for the proposed storage building as a natural and necessary evolution of this established rural business.

Signed:

A large black rectangular box redacting the signature of the representative of Batcheller Monkhouse Ltd.

BATCHELLER MONKHOUSE LTD

Date: 18 May 2026

13 APPENDICES

Appendix A

Product List

Equine America (UK) Limited - Product List
Acid Aid 1.5kg
Airways Solution 500ml
Airways Xtra Powder 2.5kg
Airways Xtra Powder 500gm
Apple Lytes 10kg
Apple Lytes 2.5kg
Apple Lytes 210gm
Apple Lytes Paste 30ml
Apple Lytes Solution 1ltr
Apple Lytes Solution 20ltr
Apple Lytes Solution 5ltr
Back To Form 2kg
Back To Form 750gm
Better Bones 10kg
Better Bones 3.5kg
Biotin Xtra 2.5kg
Bleeder Gard Pellets 1.5kg
Bleeder Gard Pellets 4.5kg
Bleeder Gard XXXtreme Paste 30ml
Buteless Original Powder 1kg
Buteless Original Powder 3kg
Buteless Paste 30ml
Buteless Solution with Aqualox 1ltr
Buteless Solution with Aqualox 5ltr
Buteless Super Strength Powder 1.5kg
Buteless Super Strength Powder 5.5kg
Buteless Super Strength Powder 500gm
B-Well 1ltr
B-Well 2.5ltr
Canine Cortaflex Senior Dog Jointcare Chews - 14 Chews
Canine Cortaflex Senior Dog Jointcare Chews - 60 Chews
Canine Cortaflex Working Dog Jointcare Powder 90gm
Canine Inflamex Working Dog 500ml
Canine Omega Oil 500ml
Citronella & Tea Tree Shampoo 1ltr
Citronella No Rinse Horse Wash 1ltr
Citronella Summer Horse 5Ltr Spray - 1%
Citronella Summer Spray Original 1ltr
Coff-Less 1kg
Coli-Myco-Biome Powder 3.6kg
Coli-Myco-Biome Powder 600gm
Coli-Uls Gard Pellets 1.5kg
Coli-Uls Gard Pellets 9kg
Copper Plus 1kg
Cortaflex HA Regular Solution 1ltr
Cortaflex HA Regular Solution 5ltr
Cortaflex HA Regular Powder 250gm
Cortaflex HA Regular Powder 3.6kg

Cortaflex HA Regular Powder 500gm
Cortaflex HA Regular Powder 900gm
Cortaflex HA Super Fenn Powder 1kg
Cortaflex HA Super Fenn Powder 4.5kg
Cortaflex HA Super Fenn Powder 500gm
Cortaflex HA Super Fenn Solution 1ltr
Cortaflex HA Super Fenn Solution 25ltr
Cortaflex HA Super Fenn Solution 5ltr
Cortaflex Recovery 1.5kg
Cortaflex Recovery 12kg
Cortaflex Recovery 4.5kg
Cortaflex Ultra Joint 60 capsules
Corta-Vet-Flex Powder 1.2kg
Corta-Vet-Flex Powder 3.6kg
Corta-Vet-Flex Solution 1ltr
Cuppra 1ltr
Cuppra 2.5ltr
Cushins Pellets 1kg
DC My Joints Plus 5kg
DC My Joints Plus 750gm
DC Relax Me 2kg
DC Relax Me 5kg
Derma Gel 100ml
Derma Gel Spray 50ml
Dog Drywash Shampoo - Oat & Lavender 200ml
EA Bloom and Condition Pellets 18kg
EA Farriers Choice 5kg
EA Mint Treats 1kg
EA Supreme Omega Oil 1Ltr - Pureflax
EA Supreme Omega Oil 20ltr - Pureflax
EA Supreme Omega Oil 5ltr - Pureflax
Emune 1ltr
Everyday Vitamin & Mineral Supplement 1.5kg
Everyday Vitamin & Mineral Supplement 5kg
Exselent-E 10kg
Exselent-E 1kg
Exselent-E 3kg
Fast Fix Opti-Biome Paste 80ml
Focus Powder 1.5kg
Focus Powder 5kg
Forget Flies In-Feed Solution 1Ltr
Forget Flies Spray 750ml
Forget Flies Spray Refill 5ltr
Formula 1 10kg
Formula 1 3.6kg
Fungatrol Hoof Dressing Refill 2.5Ltr
Fungatrol Hoof Dressing with brush - 450ml
Fungatrol No Rinse Horse Wash 1ltr
Fungatrol Plus Muddy Miracle Cream 500ml
Fungatrol Spray 500ml

Garlic & More 1.5kg
Garlic & More 250gm
Garlic & More 4kg
Glucosamine HCl 12000 1kg
Glucosamine HCl 12000 5kg
Green Ice Gel 1.5ltr
Haemo-Tonic Solution 1ltr
Hat Gard 100ml
Heavy Sweat 10kg
Heavy Sweat 1kg
Heavy Sweat 3kg
Heavy Sweat Now 30ml
Hoof Balm - Clear
Hoof First 2kg
Hoof First 5kg
Hoof First 750g
Inflamex Powder 1.5kg
Inflamex Powder 4.5kg
Inflamex Powder 750g
Keep Me Sound 1.5kg
Keep Me Sound 5kg
Kentucky 1ltr
Kentucky Advanced Joint Powder 1.155kg
Kentucky Advanced Joint Powder 700g
Lamigard Advanced Care Pellets 1.5kg
Lamigard Comprehensive Pellets 7.5kg
Lamigard TRT Regular Solution 1ltr
Lavender No Rinse Horse Wash 1ltr
Like Ice 11.3kg
Like Ice 2.7kg
Liver Flush 500ml
Liver Support Powder 1.5kg
Magnitude 1kg
More Muscle Pellets 10kg
More Muscle Pellets 3kg
More Muscle Xxxtreme Pellets 10kg
MSM Powder 500gm
Multi-Vit Treats 1kg
Muscle Gro 2kg
Muscle Gro 5kg
My Joints 2kg
My Joints 750g
My Joints Plus 1.5kg
My Joints Plus 5kg
My Joints Plus 750gm
Myo-E 5000 Powder 1.5kg
New Bludd 1ltr
New Bludd 2.5ltr
No More Moods 1ltr
Oat-So-Soothing - Dog Shampoo 500ml

Omega-D Oil 2ltr
Omega-D Oil 4ltr
Opti-Biome Powder 2.7kg
Opti-Biome Powder 450g
Opti-Biome Powder 900g
Paddy's Apple Treats 1kg
Paddy's Glucosamine 1kg
Pink My Pony Shampoo 1ltr
Pink My Pooch - Dog Shampoo 500ml
Pollen Eze 500gm
Pro Gut Balancer 2.7kg
Pro Gut Balancer 450gm
Pro Gut Balancer 900gm
Propell Plus 1ltr
Propell Plus 5ltr
Pro-Vet Sponge Paste 80ml
Pro-Vet Sponge Powder 900g
Racing Inflammex 1.5kg
Racing Inflammex 4.5kg
Relax Me 2kg
Relax Me 5kg
Relax Me 750gm
Relax Me Now 30ml
Sand Out Pellets 1.3kg
Sand Out Pellets 2.6kg
Sensitive Citrus Shampoo 1ltr
Shaker Gard 1.5kg
Silky Tail Detangler 1ltr
Silky Tail Detangler Refill 2.5lt
Skin Gard 1.5kg
So Kalm Paste 30ml
So Kalm Solution 1ltr
Soothe Itch Gel 500ml
Soothe Itch Spray 500ml
Stinger Fly & Insect Repellent Spray 1ltr
Super Hoof Plus Pellets 3kg
Super So Kalm Paste 30ml
Super So Kalm Powder 1kg
Super So Kalm Powder 210gm
Thrush Gard Spray 500ml
Total Fertility 3kg
Turmeric 1.5kg
Turmeric 3kg
Tye Gard 1ltr
Tye Gard 5ltr
Uls Gard Gel 80ml
Uls- Gard Regular Solution 1ltr
Uls- Gard Regular Solution 5ltr
Uls-Gard Pellets 1.5kg
Uls-Gard Pellets 10kg

Uls-Gard Pellets 3kg
Ventilator 500gm
Vital Air 1ltr
Vital Air Powder 2kg
Vital Air Powder 750gm
Vitamin C Powder 1kg
Vitamin E and Selenium 1kg
Water Treatment 1ltr
Whitening Shampoo 1ltr
Winky Wash- Sheath Cleaner 500ml
Xtra Boost Hemogen 1ltr
Xtra Boost Paste 30ml
Yard Shampoo 5ltr
Clothing
Buckets
Jute Bags