

AGRICULTURAL BUSINESS PLAN AND VIABILITY STATEMENT

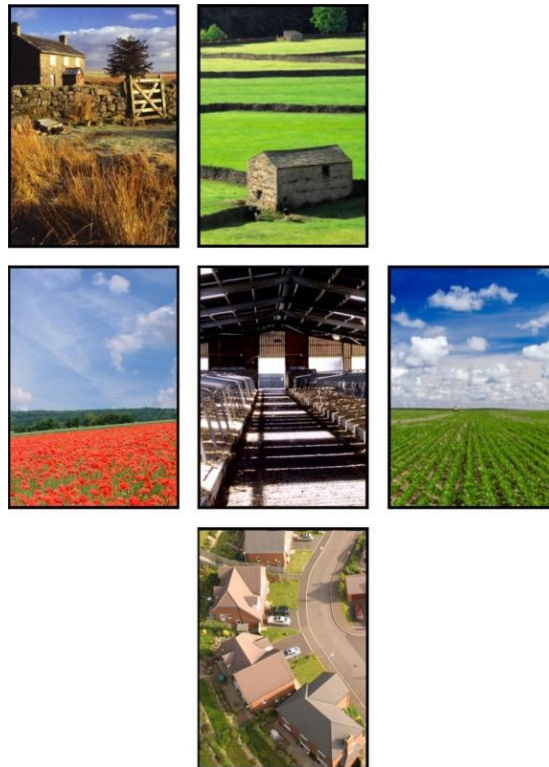
Pinkhurst Stud Smallholding Enterprise

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Prepared for:

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The objective for rural business is to sustain a balanced outcome, a delicate relationship between productive activity which includes farming and rural enterprise and the conservation of the environment both historic and landscape needs to be maintained. The rural economy is a constantly changing paradigm and should be nurtured, supported and promoted because it forms the core of the nation.

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1. Executive Summary

This Agricultural Business Plan and Viability Statement has been prepared to demonstrate the operational and financial viability of the agricultural enterprise at Pinkhurst Stud.

The report has been prepared in support of an application for rural worker accommodation and demonstrates that:

- the enterprise is financially viable;
- the holding is capable of supporting at least one full-time agricultural worker;
- the nature of the livestock enterprises creates an essential functional requirement for a worker to live permanently on the holding.

Pinkhurst Stud is operated as a diversified mixed agricultural enterprise comprising:

- Equine breeding
- Poultry egg production
- Goat breeding
- Pig production
- Sheep production
- Agricultural contracting services
- Sales of agricultural by-products

The business model deliberately combines a number of complementary enterprises to reduce commercial risk while generating year-round income from multiple sources.

The proposed enterprise builds upon production levels already achieved by the applicants at their previous smallholding and expands those successful operations within the larger holding at Pinkhurst Stud.

2. Planning Policy Context – Rural Worker Accommodation

National planning policy recognises that permanent or temporary rural worker accommodation may be justified where there is an essential functional need for workers to live at or near their place of employment.

Livestock enterprises requiring continual husbandry, supervision of breeding animals, emergency veterinary intervention and security commonly satisfy this requirement. The combination of equine breeding, poultry production and other livestock enterprises undertaken at Pinkhurst Stud creates ongoing management responsibilities throughout both day and night, making on-site accommodation operationally necessary.

3. Strategic Role of Small Farms and Food Security

Small agricultural holdings make an increasingly important contribution to local food production, biodiversity enhancement and rural economic resilience.

Diversified mixed farming businesses such as Pinkhurst Stud:

- strengthen local food supply chains;
- support agricultural employment;
- improve environmental stewardship;

- contribute towards national food security objectives.

The enterprise reflects current Government policy encouraging resilient and sustainable agricultural businesses.

4. Overview of the Agricultural Enterprise

Pinkhurst Stud is operated as a mixed agricultural holding combining livestock breeding, egg production and agricultural services.

The enterprise has been designed to maximise productivity through complementary agricultural activities that provide income throughout the year.

Principal enterprises include:

- Equine breeding
- Poultry production
- Goat breeding
- Pig breeding
- Sheep production
- Agricultural contracting
- Livestock and by-product sales

The diversified nature of the enterprise significantly reduces dependence upon any individual agricultural market.

5. Existing Livestock and Enterprise Structure

The holding accommodates a range of livestock enterprises operating simultaneously.

These include:

- Broodmares producing quality foals
- Commercial laying hens
- Ducks
- Quail
- Geese
- Breeding goats
- Pigs
- Sheep

Each enterprise contributes both financially and operationally to the overall business.

6. Proven Agricultural Production

Prior to relocating to Pinkhurst Stud, the applicants successfully operated an intensive three-acre agricultural smallholding.

The production achieved provides clear evidence of the applicants' practical experience and ability to establish commercially successful livestock enterprises.

Poultry Production

At peak production the holding maintained approximately 300 laying hens.

Typical flocks of 40–50 hens consistently produced more than 200 eggs per week.

Eggs were sold locally at approximately **£3.50 per dozen**, generating annual income of approximately **£2,900**.

Demand consistently exceeded available supply.

Ducks

A flock of approximately 20 ducks regularly produced around 15 eggs per day.

Duck eggs were marketed locally at approximately **£3.00 per six eggs**, generating annual income of approximately **£2,700**.

Quail

Approximately 50 quail supplied specialist eggs for local sale at approximately **£2.50 per dozen**, generating annual income of approximately **£1,500**.

Geese

Seasonal goose production generated between two and three eggs per day during the laying season, producing annual income of approximately **£400**.

These production records demonstrate proven husbandry skills and established local demand for agricultural products.

7. Enterprise Income Streams

The enterprise benefits from a wide range of independent income sources.

Egg Production

- Chicken eggs – **£2,900**
- Duck eggs – **£2,700**
- Quail eggs – **£1,500**
- Goose eggs – **£400**

Poultry Sales

- Hatching eggs – **£350**
- Point-of-lay pullets – **£750**

Goat Enterprise

- Stud services – **£1,250**
- Companion goat sales – **£400**

Livestock Sales

- Piglets – approximately **£600 per litter**
- Lamb sales – approximately **£650 annually**

Equine Breeding

Three broodmares are expected to produce one foal each year.

Estimated average sale value:

£3,500 per foal

Projected annual income:

£10,500

Agricultural Contracting

Agricultural contracting services provide an additional estimated income of approximately:
£11,000 per annum

The diversity of these income streams provides significant resilience against fluctuations in individual agricultural markets.

8. Three-Year Enterprise Development Strategy

The enterprise will continue to expand progressively over the first three years through:

- increasing livestock numbers;
- expanding breeding programmes;
- improving egg production;
- increasing agricultural contracting activities;
- developing local marketing opportunities.

Growth is based upon realistic production targets supported by the applicants' previous operating experience.

9. Financial Viability Assessment

A detailed financial appraisal has been undertaken using conservative assumptions based upon:

- previously demonstrated production levels;
- current livestock numbers;
- prevailing local market values;
- realistic operating costs.

The financial projections indicate progressive growth throughout the establishment period.

By Year Three the enterprise is projected to generate:

- Annual income: **£48,000**
- Annual operating costs: **£16,000**
- Net operating surplus: **£32,000**

The projected income exceeds the level generally associated with a full-time agricultural wage and demonstrates the capacity of the enterprise to support at least one full-time rural worker.

Financial Resilience

The enterprise benefits from a highly diversified income structure including:

- livestock breeding;
- egg production;
- livestock sales;
- agricultural contracting;
- agricultural by-products.

This significantly reduces financial exposure to fluctuations in individual agricultural sectors.

10. Operating Costs

Principal operating expenditure comprises livestock feed together with routine husbandry costs.

Estimated annual expenditure includes:

- Livestock feed – **£7,200**
- Veterinary care
- Bedding
- Utilities
- Insurance
- Fencing and infrastructure maintenance
- Equipment servicing and replacement

Total estimated annual operating costs are between **£12,000 and £15,000**, increasing modestly as livestock numbers expand.

11. Agricultural Labour Requirement

The enterprise requires continual daily management throughout the year.

Routine responsibilities include:

- feeding and watering livestock;
- egg collection and packing;
- livestock health monitoring;
- pasture management;
- breeding supervision;
- foaling attendance;
- kidding and lambing supervision;
- biosecurity;
- security of livestock and equipment.

Equine breeding alone generates approximately **3,293 labour hours annually**, equivalent to **1.48 Full-Time Labour Units (FTLU)**.

When combined with the remaining livestock enterprises, the holding clearly supports the employment of at least one full-time agricultural worker.

The operational demands of the enterprise create a clear functional need for continuous on-site supervision.

12. Risk Management

Business resilience is achieved through diversification.

The enterprise is not dependent upon a single commodity or market.

Income is generated from:

- eggs;
- livestock breeding;
- livestock sales;
- equine production;
- agricultural contracting;
- specialist agricultural products.

This diversified structure significantly reduces commercial risk.

13. Environmental Land Management

The enterprise adopts sustainable agricultural practices including:

- rotational grazing;
- mixed grazing systems;
- low-intensity livestock management;
- responsible pasture management.

These practices enhance:

- soil quality;
- biodiversity;
- habitat protection;
- long-term agricultural productivity.

14. Conclusion

This Agricultural Business Plan demonstrates that Pinkhurst Stud is a viable and expanding agricultural enterprise with realistic prospects for long-term commercial success.

The evidence confirms that the business:

- is financially viable;
- provides sustainable agricultural employment;
- supports at least one full-time rural worker;
- demonstrates proven agricultural management experience;
- has realistic prospects for continued expansion.

The scale and nature of the livestock enterprises create an essential functional need for continuous on-site supervision.

Accordingly, the provision of rural worker accommodation is fully justified to ensure the effective management, welfare and security of the agricultural enterprise.