

**THE COUNTY FARMS ESTATE
TENANTS' TRAINING ACADEMY**

Report of the Head of Digital Transformation and Business Support

Please note that the following recommendations are subject to consideration and determination by the Committee before taking effect.

Recommendation(s):

That the Committee note the report

1.0 Introduction

- 1.1 At the County Farms Estate Committee meeting of 11 December 2017 Members considered report BSS/17/16 and resolved under minute ref FE/25:
- (a) That support for development by the Estate Land Agents, working with Alison Rickett, Managing Director of Fresh Start Land Enterprise Centre, of a Fresh Start Academy and an individual mentoring scheme, open to all County Farms Estate tenants be approved; and*
 - (b) That funding from the County Farms Estate revenue budget for sponsorship of the cost of running the Fresh Start Academy up to a cap of £5,000 per annum with the intent that attendance by County Farms Estate tenants should be free or substantially subsidised be approved.*
- 1.2 Following initial positive conversations with the Fresh Start Land Enterprise Centre, the initiative stalled. However, following an opportunity to discuss the concept directly with the Chief Executive of the Princes Countryside Trust, NPS were able to get the initiative back on track.
- 1.3 The Princes Countryside Trust have also agreed to contribute up to £5,000 worth of in-kind funding support to this worthwhile and forward thinking initiative which is attracting interest from other County Farms Estates and the farming industry. The Princes Countryside Fund are paying for the first three programme speakers to attend and present to the Estate tenants participating.
- 1.4 The inaugural programme of training events is now confirmed and a copy of the programme is attached at Appendix 1. Speakers include consultants from Promar, Kite, Savills and Bateman Hosegood, and solicitors from Michelmores.
- 1.5 So far we have a total of 26 tenants and/or their partners signed up to the programme.
- 1.6 It is hoped that tenants attending should be far better placed to monitor, analyse and benchmark their farm enterprise performance, and submit highly competitive business plans and be able to present those plans in a more professional and persuasive manner to prospective landlords in the private sector.

2.0 Options/Alternatives

2.1 Alternative options have been considered and discounted, as they are believed to either be contrary to current Estate policy and/or not in the best financial interests of the Estate.

3.0 Consultations/Representations/Technical Data

3.1 The views and opinions of the Devon Federation of Young Farmers Clubs and the Estate Tenants' Association will be presented by the two co-opted members to the committee.

3.2 No other parties have been consulted and no other representations for or against the proposal have been received.

3.3 The technical data is believed to be true and accurate.

4.0 Considerations

4.1 The Author is not aware of any financial, sustainability, carbon impact, equality, legal, risk management or public health issues arising from this report

5.0 Summary/Conclusions/Reasons for Recommendations

5.1 The Author has prepared this report in accordance with the findings of the County Farms Estate Strategic Review (April 2010)

Rob Parkhouse,
Report of the Head of Digital Transformation and Business Support

Electoral Divisions:

All

Local Government Act 1972: List of Background Papers

None

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	Date	Topic/Theme	Speaker
1	13.02.2019	<p>Getting to know your finances</p> <p>The workshop will look at different techniques for budget planning, managing cash flow and evaluating income. It will explore how accounts are put together, and how they can inform decision making on the farm</p>	Promar
2	27.02.2019	<p>Practical Cost Management</p> <p>The workshop will look at practical solutions to cost saving, including ways to make efficiencies through pasture, feed costs, housing livestock and sharing examples of best practice.</p>	Kite Consulting
3	13.03.2019	<p>Marketing/Presentation skills/Interview technique</p> <p>The workshop will cover using social media, presentation and interview techniques to help stand out in a competitive marketplace</p>	Sam Walker plus
4	27.03.2019	<p>Business planning and managing change</p> <p>The workshop encourages families to look at their farm businesses, to identify short and long term aims, SWOT analysis and how to manage change through planning for the future.</p>	Adrian Matthews Savills
5	03.04.2019	<p>Grant funding/Countryside Stewardship etc</p> <p>The workshop will cover the availability of current schemes, how to apply for grant funding and stewardship schemes and the practical way a scheme can fit into the farm business</p>	Kevin Bateman
6	17.04.2019	<p>Legal update/land tenure options</p> <p>The workshop will cover a brief legal update on health and safety and employment law but focus on land tenure options, tenancies as well as contract farming and share farming agreements as alternatives</p>	Philip Wolfgang