

The Farm Diversification



Kent Downs Rural Advice Service (KDRAS)

Welcome to The Kent Downs Rural Advice Service (KDRAS)

Farm Diversification Toolkit



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The aim of this Toolkit is to help guide you through the process of assessing your farm assets in order to diversify your farm business. It is a sign posting resource that can be revisited each time you reach different decision points in the process.

The toolkit demonstrates an integrated, whole farm, approach to making changes and introducing developments on to the farm which if followed will lead to well thought out, environmentally sustainable and financially viable proposals that will stand a better chance of planning approval.

What looks like a daunting task is simplified by taking a step by step approach: As with any DIY toolkit you only use one tool at a time! And if the job looks too difficult or time consuming you can always employ a specialist to use the tool. So you can 'cherry pick' which assessments you want to do yourself, and the order in which you do them, and choose when and where to get help from others. The toolkit even has advice on how to find the right consultant.

Download the '**DIY Whole Farm Development Plan Checklist**' and use it to map your progress and to guide you to the relevant sources of advice.

Go to the diagram on the following page, which charts the seven steps to your Whole Farm Development Plan (WFDP), and print a copy as this will be a useful reference guide.

We hope that you will find it useful.

The toolkit provides:

- **A step by step method of assessing farm assets and opportunities**
- **Advice on business planning**
- **Links into support for new diversification ideas**
- **Help through the planning process**
- **Advice on where to access grants**
- **Help to find solutions that are environmentally sound, financially viable and well thought out in planning terms**
- **Help to produce your own 'Whole farm profile', 'Whole farm development plan' and 'Action plan'**

Disclaimer

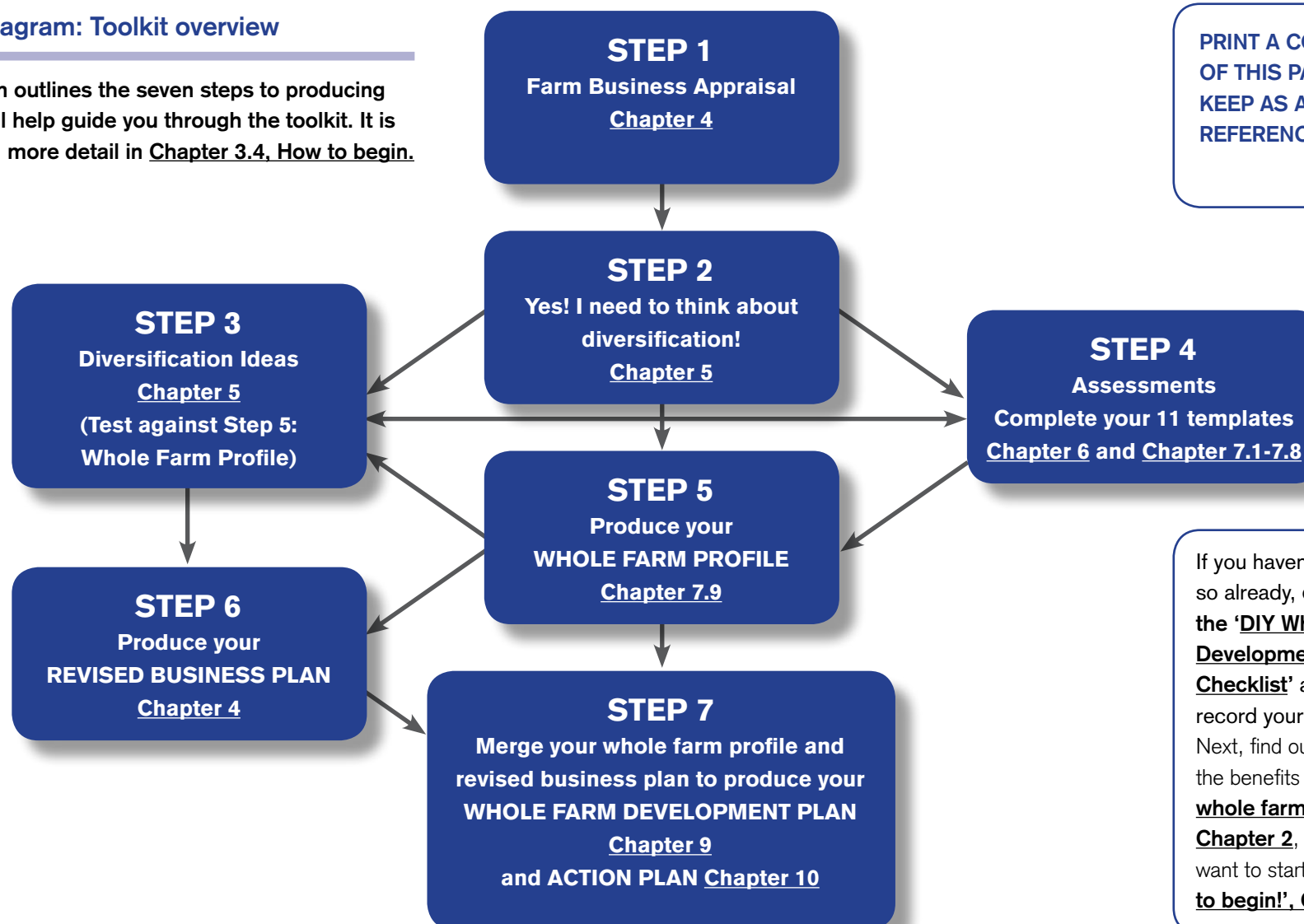
This report is a combination of advice and information researched by the Kent Downs Rural Advice Service (KDRAS). All reasonable care has been taken to ensure the accuracy of the information and advice provided, but any decisions taken will be based on your own commercial judgement and at your own risk. The guidance does not imply a view on any subsequent planning, or grant applications.

The Kent Downs Rural Advice Service (KDRAS) is a partnership of the following organisations



1.1 Flow Diagram: Toolkit overview

This flow diagram outlines the seven steps to producing your Plan and will help guide you through the toolkit. It is also described in more detail in [Chapter 3.4, How to begin](#).



PRINT A COPY
OF THIS PAGE TO
KEEP AS A USEFUL
REFERENCE GUIDE

If you haven't done so already, **download the 'DIY Whole Farm Development Plan Checklist'** and use it to record your progress. Next, find out more about the benefits of using a **whole farm approach in Chapter 2**, and when you want to start go to '**How to begin!**', **Chapter 3**.



griculture and farming has a vital role in the management of the countryside and landscape and in producing high quality products and services for consumers and the public.

Whole farm development planning is a tool to:

- identify opportunities for improving the long term economic viability of farm holdings and to demonstrate that proposals have been thoroughly thought out.
- give the opportunity to show how proposals and the farming business can achieve the environmental, social and wider economic benefits that bring real and lasting benefits to farmers, the countryside, and the rural community.

2.1 The Benefits of preparing a Whole Farm Development Plan Approach

The Whole farm development plan approach enables you to set out your plans for the future and show how the diversification proposals relate to the wider farm business. This will help others to understand the overall context of the diversification proposals and can mean they will be more sympathetic to them. Furthermore it is a helpful tool for Local Authorities in determining your planning applications.

The likelihood of receiving planning permission will be significantly improved if you submit a 'Whole Farm Development Plan' with your applications. For details of what should be covered by a Whole Farm Development Plan refer to **Chapter 9.**

A Whole Farm Development Plan will give you a basis for providing supporting and additional information. It will cover information which is required by:

- Planning applications
- Grant applications

- Finance
 - Applications for Environmental Stewardship
- It will help to demonstrate that the diversification of the farm business will help to:
- Maintain the farm viability
 - Maintain rural employment levels
 - Continue conservation and enhancement of the environment

This is in both your own, and the public interest.



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2.2 Frequently Asked Questions

Why do I need a Whole Farm Development Plan?

I only want to make minor changes on my farm – is a Whole Farm Development Plan really necessary?

Even if your changes are minor the process of looking at your assets and reappraising your business position will be a beneficial process for the long term viability of your farm. Refer to [Chapter 2.1](#) and [Chapter 4 Business Appraisal](#)

Why do I need to do all these assessments for a change that is only related to my farm buildings? This all seems very complicated and unnecessary. I only want to change the use of one of my Atcost buildings.

Your farmstead is an integral part of your farm. The history of your farm development has influenced the landscape. Looking at your whole farm will help you design proposals that fit in well with the whole landscape and the wider economic and social community. Assessing all your farm assets may offer you opportunities you had not appreciated before and give greater depth and viability to your diversification proposals.

Do planning authorities require a 'Whole Farm Development Plan' as part of planning applications?

The South East Plan Landscape and Countryside Management Policies (Policies C) require positive and high quality countryside land management. These are reflected by Local Authorities in their Local development Frameworks. Some Local Authorities require or encourage whole farm plans to accompany applications for farm diversification. The Kent Downs AONB Management Plan 2009-2014 supports the use of the whole farm approach and the use of integrated Whole Farm Development Plans. It is a useful tool for Planning

Authorities to determine your application/s and can also be used to support grant applications and requests for financial support. Refer to [Chapter 2.1](#)

There are things about my farm that I do not necessarily want others to know about or have access to. If I produce a Whole Farm Development Plan as part of a planning application or grant application it could be in the 'public domain'.

Your Whole Farm Development Plan is private and confidential to you. The process you have gone through to produce your plan will have helped you decide on your diversification and the design of your proposals. It is up to you how much you wish to disclose to third parties. For instance financial and business details might be appropriate for your bank manager but not in such detail for a planning application. You can use your Whole Farm Plan as you wish and take elements out of it as you feel appropriate.



3.1 What does the toolkit provide?



This toolkit provides you with the tools and resources to make your own assessments of your land in order to build up a **'whole farm profile'** which you can then use as the basis for:

- A Whole Farm Development Plan
- An Action Plan – a sequential strategy for

achieving your diversification

- Supporting evidence for any planning applications
 - o To indicate whether your proposals would need planning permission.
 - o To provide a policy background to planning applications if your proposals require planning approval.
 - o To give an indication whether your ideas conform with planning and environmental policies.

- o To provide background information and indicate evidence needed in support of any planning applications you may wish to make, by showing that your proposals are well thought out, environmentally sound and are needed to sustain a viable and sustainable economic activity having lasting benefits to you and the countryside.
- Supporting evidence for investors, finance etc
- Grants and support:
 - o To identify areas of possible grant support
 - o To identify organisations which can provide support, advice and a practical service
 - o To suggest background information and evidence needed in support of relevant grant applications. West Kent and Kent Downs and Marshes LEADER recommend use of the Toolkit.

Each chapter guides you through how to access resources and use them.

How to use the Toolkit to build your Whole farm profile



Dan Tuson

3.2 Why do it yourself?

There are huge benefits to undertaking the assessments yourself:

- You are already conversant with your own land
- The process of building up a profile for your farm will give you a deeper understanding of your assets
- You will achieve a clearer idea of what is best for you and your land.

Not enough Time?

The process is naturally time consuming and you may feel that an agent or consultant would be helpful, for all, or some of the assessments. However this toolkit will enable you to pick and choose what you want from a consultant, and what you want to do yourself. It will also help you know what to ask and expect from your consultant. Advice on finding a consultant is provided here: [Chapter 13.1](#) and [13.2](#)



Dan Tuson

3.3 Things to think about

Farm diversification does not take place in isolation. The larger and more complex the change, the greater the impact. For example:

Simple change of use of a building without major external modifications	Low impact, confined (however even 'small' changes in the farm may cause disruption to farm working practices and access, and lifestyle.)
Large scale farmyard re-development	Impact on landscape
Changes in land use, crop type and management	Major impact on the landscape plus possible impact on biodiversity, archaeology, soil and water

- You need to show financial backers, planners and other stakeholders you have taken these impacts into account at an early stage!
- You can't assume the project itself ticks all the 'green' boxes, even if you are producing bio fuel or renewable energy.
- You need to consider the micro and macro impacts, across all areas of environmental social and economic interest.
- You need principles and guidelines to work from.
- You need good examples, and good advice, as soon as you can get it.

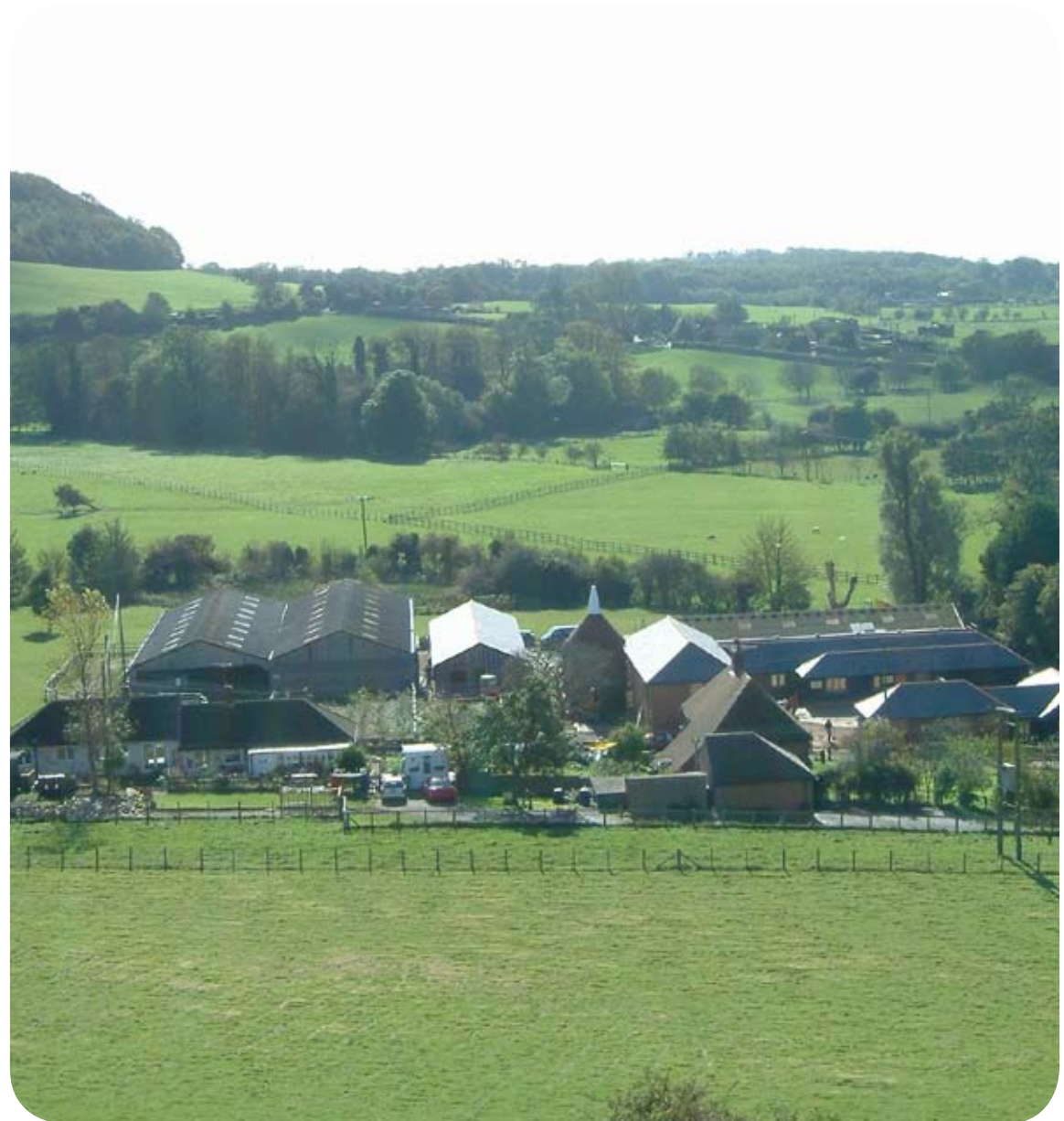
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3.3 Things to think about (...continued)

Principles

- Identify and involve stakeholders
- Examine the wider implications of proposals
- Take a strategic approach – always think whole farm (have a Whole Farm Development Plan!)
- Think about how changes will affect your farming practices. Avoid impacts on the biggest and best areas of the farm. Avoid splitting farming functions – keep these connected and ensure farm management needs are not disrupted
- Consider the short, medium and long term changes
- Use the natural potential of the land and avoid land uses that deplete natural resources over a broad area
- Integrate restoration and enhancement into projects, for a net increase (not just to compensate for losses)

By working through the stages indicated in the next section and undertaking the assessments suggested in this TOOLKIT you will be able to address these issues and principles.



3.4 What shall I do first? A step by step approach

Look at the flow diagram (Larger version [here](#)).

This shows a series of steps which help you think through your ideas and will help you make sound integrated decisions and help avoid expensive and time consuming mistakes.

STEP 1 Start by doing a full business appraisal, and 'reality check'. When you have assessed 'where you are' you can decide whether or not 'diversification' is a good idea, and whether it is needed. See [Chapter 4](#).

STEP 2 Make your decision.

STEP 3 Look at diversification ideas in [Chapter 5](#).

STEP 4 Carry out the assessments listed in [Chapter 7](#) at the same time as you are looking at diversification ideas. The assessments will inform your choices, may give you more diversification ideas, and will indicate whether ideas you already have are likely to be acceptable.

STEP 5 Develop your Whole Farm Profile which is a summary of your Step 4 assessments - see [Chapter 7.9](#)

STEP 6 Test out your diversification idea(s) against the Farm Profile and develop a Business Plan for the new proposals - see [Chapter 4.2](#)

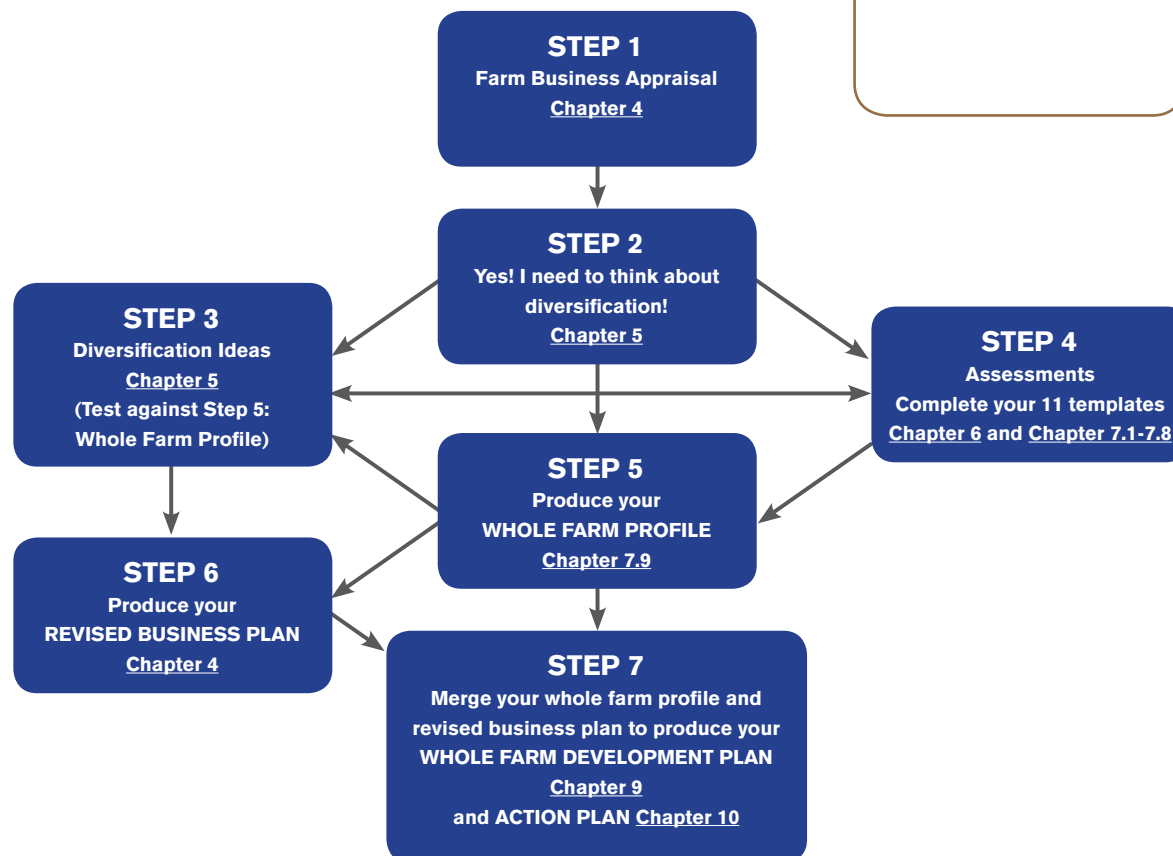
STEP 7 Develop your proposals and produce your [Whole Farm](#)

[Development Plan](#) and [Action Plan](#) which should include when and how to make planning, grant and investment applications.

OVER TO YOU!

Start with the Business Appraisal - [Chapter 4](#)

If you haven't done so already, **download the 'DIY Whole Farm Development Plan Checklist'** and use it to record your progress



4.1 The initial Business Appraisal

Before you make any decisions about diversifying it is important to look at your existing business, and undertake a 'reality check'. This background information is the context of your future business plans and strategy. It is needed to justify your development proposals for:

- Planning applications
- Grant applications
- Applications for finance
- Information for investors

The viability and need, socioeconomic impacts and benefits of any changes and developments are all elements needed to build a farm development programme and **whole farm development plan** (see [Chapter 9](#)).

Summary of information

- a) Description of the background to the drivers and need to diversify: what problems are being encountered and why there is a need for farm diversification
- b) Description of the existing business:
 - State the financial background and context of the scheme, existing performance, trends and predictions taking in to account the effects of changes in the CAP subsidies
 - Undertake a SWOT – i.e. analyse your:
 - **S**trengths
 - **W**eaknesses
 - **O**pportunities
 - **T**hreats
 - Assess key people and skills

A full business plan of your existing business would be the best approach at this stage. You would then update this to include new ideas and diversification developments after you have completed your whole farm profile.



4.2 The Business Plan

The second stage in your business appraisal is producing the business plan **for your changed business**. This needs to be undertaken once you have decided on your diversification(s), which will be a result of the '**assessments**' (Chapters 6 and 7) you have undertaken, and testing out your ideas against them. It will be a major input into your **whole farm development plan** (see Chapter 9).

Summary of the Business Plan

Description of the new business proposal

- What do you intend to develop
- Scale and scope, location.
- Set out the phasing and timescales of different elements of your proposals
- State how the scheme will be managed, staffed, funded and promoted:
- Investigate the risks associated with the new enterprise
- The economic, environmental and social impacts of the new project and set out why the scheme has wider benefits for the farm, landscape and local rural community.



4.3 Help and Advice

Template for a Business Plan

The Norfolk Rural Business Advice Service has a useful template for a business plan ([Norfolk Business Plan](#))

Business Link

A number of resources are available through Business Link:

Business start-up organiser

A diagnostic and signposting service and guidance on preparing a business plan.

Business Link also provide an [online guide on preparing a generic business plan](#) with links to best practice examples and Business Plan templates. This guide shows you how to prepare a high-quality plan using a number of easy-to-follow steps.

Subjects covered in the guide:

- Introduction
- The audience for your business plan
- What the plan should include
- The executive summary
- Your business, its products and services
- Your markets and competitors
- Marketing and sales
- Your team's skills
- Your operations
- Financial forecasts
- Presenting your business plan
- Here's how having an up-to-date business plan helped my business

4.4 Banking and Finance

Some banks provide support and advice for producing a business plan and diversification advice:

Alliance and Leicester Commercial Bank	www.alliance-leicestercommercialbank.co.uk/content/SU080024.asp	Business planning software (Registration required)
Barclays	www.business.barclays.co.uk Agriculture: www.business.barclays.co.uk/BRC1/jsp/brcontrol?site=bbb&ask=homefreevi1&value=12899	Rural Advisors: Jan Loraine, Agricultural Banking, 40-46 High Street, Maidstone, Kent ME14 1SS jan.a.loraine@barclays.com Kevin Moule, based in Ashford 17 North Street, Ashford TN24 8LF 07775 543987 email: kevin.moule@barclayscorporate.co.uk
HSBC	www.hsbc.com	Local Advisor: Sue Clement 0845 5842512 agriculture@hsbc.com
Lloyds	www.lloydstsb.co.uk Agriculture: www.lloydstsbbusiness.com/agriculture/index.asp	Local advisor: Graham Marshall at Graylaw House, 20-22 Watling Street, Canterbury, Kent CT1 2UA A full suite of publications giving advice is available. www.lloydstsbbusiness.com/agriculture/orderaguide/index.asp
Nat West	www.natwest.com Agriculture: www.natwest.com/business/services/market-expertise/agriculture.ashx	Local contact Andy Flint: 07768646477

4.5 Other sources of advice

CLA	www.cla.org.uk/	
DEFRA	www.defra.gov.uk/foodfarm/farmmanage/diversify/index.htm	Diversification: expanding your business
LANTRA	www.lantra.co.uk/	LANTRA is the Sector Skills Council for the environmental and land-based sector. This website provides information on what is happening in the Agricultural industry, regional information, courses available, research
NFU	www.nfuonline.com/	

This may be as a result of having an idea that fits well into your existing farm buildings and layout and ticks all the boxes of your assessments – it may be a reflection of your or your family's, friends' or business associates' interests, hobbies, or dreams, or you may still be casting around for ideas to use the assets on your farm. There are many sources of advice and ideas, some of which are listed below.

It is important that whatever you choose you have thoroughly investigated it through your business plan, tested it against the assessments summarised in [Chapter 7.9](#), and you are happy with the effects and consequences of the diversification on your farm, family and way of life.

The Norfolk Rural Business Advice Service has a useful questionnaire which **can help you decide whether diversification is the right choice for you and your farm business.**

For more detailed advice on:

Sustainable Rural Tourism see [Chapter 5.1](#)

Equine Management see [Chapter 5.2](#)

Local Produce see [Chapter 5.3](#)

For a longer list of **other sources of advice** [click here](#).

Some examples of diversification ideas are listed on the DEFRA website: www.defra.gov.uk/foodfarm/farmmanage/diversify/index.htm

The Norfolk Rural Business Advice Service website is an excellent resource to help you make decisions about diversification options. www.ruraladvice.co.uk/diversification/isdiversificationforme.asp



5.1 Sustainable Rural Tourism

Bringing quality into proposals can make businesses more successful, and engaging in a sustainable approach to tourism can bring environmental and socioeconomic benefits to rural communities.

If you are thinking of diversifying into tourism related activities consult early with appropriate organisations.

For further advice from **organisations supporting tourism businesses** [click here](#).

What is Sustainable Rural Tourism?

"Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future" (UNWTO)

The aim is to develop tourism that benefits the resources upon which it depends – the natural landscape and local communities – and develop sustainable business practice whilst providing a fulfilling experience for the visitor. It is therefore to be expected that proposals that demonstrate sustainable rural tourism criteria will be more acceptable in planning terms.

How can you demonstrate that you are a sustainable business?

The Green Tourism Business Scheme (GTBS) is an accreditation scheme for the tourism industry recognising environmental and social best practice. The GTBS framework covers every aspect of a business operation and is:

- Nationally recognised – largest in Europe
- Provides a useful framework - 10 sections / 150 measures

- Section 1 – Compulsory / minimum standards / meet legal compliance
- Achievements beyond legal compliance recognised through bronze, silver or gold awards

The main criteria to address to demonstrate sustainable rural tourism status fall under the following headings:

- How you manage and market your business
- Your purchasing choices
- The way you communicate your ideas – your **Environment Policy**
- Your use and choice of resources
- Your relationship with local communities
- Your support of and contribution to the local economy
- Your management of energy, water and waste
- Transport opportunities and choices
- Knowledge and management of local environment and wider area, access, landscape, wildlife.

If you propose to diversify into tourism and you wish to have the added value of 'sustainable rural tourism' this should be reflected in your Business Plan and your **Whole Farm Development Plan** through incorporating your **Environment Policy**. Use this Toolkit to build your evidence base for your Environment Plan.



5.2 Advice on Equine Management

The continued growth in horse riding and equine activities is playing an increasingly important role in the future of the land-based economy. Before embarking on an equine diversification plan look carefully at:

- the demand and competition and the business case
- bridleway network opportunities
- amount and type of land to support grazing

Equine grazing and stabling can sometimes have a cumulative adverse impact on the character of the landscape. Problems can include:

- excessive and inappropriate sub division of pasture
- poached, overgrazed and weedy pasture;
- accumulation and disposal of manure
- poorly sited and designed sheds/barns for storage and intrusive stables, exercise areas and equipment

However, there is the potential to make a positive contribution to landscape character with appropriate consideration of design, siting, materials and management. If you are thinking of diversifying into equine activities you will probably need planning permission and it is likely that the planning authority will require details of your equine and land management practices.

General advice on good practice equine pasture management is available in the Kent Downs AONB Landscape Design Handbook, page 16/17.

General good land management advice is available in the new Land Managers Pack.

More in depth written guidance on good practice equine pasture management will shortly be available on the Kent Downs website

Until then further information and help on **Design Principles and Positive Equine Pasture Management** is available from:

Frances Clayton,
Kent Downs AONB Unit
West Barn
Penstock Hall Farm
Canterbury Road
East Brabourne
Ashford
Kent
TN25 5LL
01303 815170

frances.clayton@kentdowns.org.uk
www.kentdowns.org.uk

Do I need planning permission?



5.3 Local Produce and Retailing

Diversifying your farming business to provide produce direct from the farm gate, to local farmers markets, through local retailers and direct to the tourist, leisure and hospitality industry can add value. Processing your produce on site is also a means by which to increase value and build business opportunities and rural employment. This may also attract [grant funding](#).

A few things to look out for

- An important element of diversifying into providing goods and produce for the local market is to ensure that you feel comfortable with your choices of how you deliver the goods. For instance, if you do not feel comfortable with retailing direct from the farm, build your business around selling through farmers markets, other local retailers, and/or direct to local pubs and restaurants.
- Ensure that you research the market thoroughly; look for 'niche' opportunities, look at how to ensure continuity and that you can cope with seasonality, research environmental health and health and safety regulations. Use contacts from the sources of advice table.
- Bear in mind the relationship of the new business with your existing farming enterprises.
- Build up relationships with others in your locality: work collaboratively.
- Take care with Health and Safety and other regulations. Refer to the [source table](#) for contacts.
- Recognise that active and continuous marketing, and the skill needed for this will be required. Seek advice and support.

These are all elements that you will be looking at in developing your Business Plan ([Chapter 4](#)).

For a table of helpful contacts and sources of information on local produce [click here](#) and [here](#)



Dan Tuson

5.4 Market Research and Marketing

Before you go ahead with any diversification it is important to ensure that you will be able to sell your product, whether it be offices space, storage, self catering units, work/live accommodation, bed and breakfast, or a product such as your own beef, bacon, smoked cheeses, snails, worms or green composting services. Before you make any investment you should make a thorough investigation of the market for your product or service.

Do your own research locally. Visit local farmers markets to see the competition, buy similar products, surf the internet to find out what others are offering in your area of interest and locality. Develop a speciality and a niche etc. If necessary employ experts to help you determine whether your ideas will work.

However at the end of the day you will have to take a decision and a risk. If you can convince your bank manager and backers your business plan is sound and your risk assessment good, you will be ready to take the plunge!

Don't forget you may need planning permission too – use this Toolkit from start to finish to give yourself the best chance of a successful venture!

Marketing

- Don't underestimate the value of good marketing
- Investment in high quality will pay dividends
- Find a good local designer who can help develop your image and product identity.
- Use organisations like Produced in Kent, English Tourist Board
- Get help and advice from Business Link

- Use Kent Action for Rural Retailers (KARR), www.ruralkent.org.uk/ourwork/rural-retailer.htm

10 Keys to successful marketing

- Understand importance of marketing to business success
- Focus on consumer needs - as a key driver
- Do not hide behind your 'small size'
- Ensure you research your market
- Understand your market – consumers, networks, competitors
- Be honest & critical of your current situation
- Develop a clear, realistic marketing plan
- Monitor and control all business activities
- Continuously monitor and review the market & business Environment.

What do you need to know?

- Are you targeting the right part of the market & of your potential buyers?
- What are the characteristics of your target shoppers and that of your competitors?
- Are your products in the right place to reach your target market?
- Does your packaging convey the right message(s) for your target?
- Are you pricing the product appropriately?

There are a number of places you can get help with your market research, e.g Kent Business School and Business Link. Both run training events, and provide guidance and market research tools. Go to the [Local Produce source table](#) for more links

5.5 Funding Availability

Financial support can make a major difference to your business success and the diversification opportunities you are able to consider.

Consult the awarding organisations at an early stage in your decision making process in your choice of diversification. Every one of the following type of funding will have a bearing on your farm business plan and the range of diversification opportunities open to you.

5.5.1 Environmental Awards and Support

The **agri-environment and forestry schemes** are now administered by Natural England and the Forestry Commission; for up to date information contact:

www.naturalengland.org.uk/planning/grants-funding/es/default.htm and...

www.forestry.gov.uk/ewgs

General guidance on Environmental Stewardship:

'Look after your land with Environmental Stewardship'

<http://naturalengland.etraderstores.com/NaturalEnglandShop/Product.aspx?ProductID=3aba77c9-1a55-4b9e-aec7-2f98c5ae7bf0>

New Options for Environmental Stewardship:

Entry Level Stewardship (ELS) is open to all farmers and landowners who are freeholders, tenants, or contractual licensees.

Details of the scheme are available on: www.naturalengland.org.uk/ourwork/farming/funding/es/els/default.aspx

Handbook: Entry Level Stewardship: Environmental Stewardship handbook, third edition is available online: <http://naturalengland.etraderstores.com/NaturalEnglandShop/NE226>

[etraderstores.com/NaturalEnglandShop/NE226](http://naturalengland.etraderstores.com/NaturalEnglandShop/NE226)

A high number of current ELS agreements are due to expire over the course of the next two years. Some 26,000 agreements represent over £400 million worth of grant aid successfully directed towards enhancing the environment. Natural England would like to see as many of these expiring agreements renewed, and new agreements, submitted via their ELS Online system. www.naturalengland.org.uk/ourwork/farming/funding/es/els/online/default.aspx

Organic Entry Level Stewardship:

The aim of Organic Entry Level Stewardship (OELS) is to encourage a large number of farmers across England who manage all or part of their land organically to deliver simple yet effective environmental management. Details of the scheme are available on www.naturalengland.org.uk/ourwork/farming/funding/es/oels/default.aspx

Higher Level Stewardship:

Higher Level Stewardship (HLS) aims to deliver significant environmental benefits in high priority situations and areas. It involves more complex environmental management, so land managers will need advice and support. A wide range of management options are offered, which are targeted to support key features of the different areas of the English countryside. HLS agreements are for ten years. Payments are sent out every six months and relate to the options that have been chosen. HLS includes payments for capital items such as hedgerow restoration. Details of the scheme are available on: www.naturalengland.org.uk/ourwork/farming/funding/es/hls/default.aspx Target themes for HLS in the SE are set out in the SE Higher Level Theme Statement: www.naturalengland.org.uk/images/hlstargeting/South_East.pdf

(Continued...)

5.5.1 Environmental Awards and Support (...continued)

Woodland Grants under the English Woodland Grant Scheme
www.forestry.gov.uk/ewgs

WOODLAND CATEGORY	GRANT TYPE	WHAT THE GRANT IS FOR
Stewardship of existing woodlands	<u>Woodland Planning Grant (WPG)</u>	Preparation of plans that both assist with management of the woodland and meet the UK Woodland Assurance Standard.
	<u>Woodland Assessment Grant (WAG)</u>	Gathering of information to improve management decisions.
	<u>Woodland Regeneration Grant (WRG)</u>	Supporting desirable change in woodland composition through natural regeneration and restocking after felling.
	<u>Woodland Improvement Grant (WIG)</u>	Work in woodlands to create, enhance and sustain public benefits.
	<u>Woodland Management Grant (WMG)</u>	Contribution to additional costs of providing and sustaining higher-quality public benefits from existing woodlands.
Creation of new woodlands	<u>Woodland Creation Grant (WCG)</u>	Encouraging the creation of new woodlands where they deliver the greatest public benefits, including annual Farm Woodland Payments to compensate for agricultural income forgone.

5.5.1 Environmental Awards and Support (...continued)

Landscape Enhancement Awards

If you are in one of the Kent Areas of Outstanding Natural Beauty (the Kent Downs AONB or the High Weald AONB), small financial awards and practical help with projects e.g. hedge and pond restoration, tree planting etc., may be available through the Countryside Management Partnerships. Contact also the Kent Countryside Management Project (CMP) covering your area: www.kent.gov.uk/environment_and_planning/wildlife_and_landscapes/countryside_partnerships.aspx

5.5.2 Renewable Energy and Sustainability Projects

Kent Energy Centre Grants

- Substantial grants and advice and support about design and project management are available in support of use of renewable energy sources.
CEN: <http://advice.cen.org.uk/intro.htm>
www.sei.se/reap/
Energy Saving Trust
and refer to Chapter 7.7
- Area of Outstanding Natural Beauty Sustainable Development Funds (AONB SDF) - small grants for community and collaborative projects championing sustainable principles are available for the financial year 10/11 from the Kent Downs AONB Unit. Contact tim.owen@kentdowns.org.uk for details, or contact your local AONB.



5.5.3 South East Economic Development Agency (SEEDA) Grants

Rural Development Programme for England (RDPE)

RDPE replaces the England Rural Development Programme (ERDP) and provides funding for farmers, land based and rural businesses. RDPE will be delivered by Natural England (NE), the Forestry Commission and South East England Development Agency (SEEDA).

The new Rural Development Programme for England (RDPE) will run until 2013. A full explanation of the funds available through RDPE can be found at www.seeda.org.uk/rdpe/

To work out which stream of funding will most suit you go to: www.seeda.org.uk/rdpe/docs/FundingforDiversificationLeaflet.pdf and follow the chart.

RDPE funding direct from SEEDA is available for larger collaborative projects over £50,000
www.seeda.org.uk/rdpe/SEEDA_Funding/

Information on the 2 Kent **LEADER programmes**, which can award individual grants up to £50,000 for a wide range of projects, can be found from either West Kent Leader or Kent Downs and Marshes Leader if you are in Kent, or for list of Leader groups in the South East: www.seeda.org.uk/rdpe/Leader/

The RDPE Farm Resource Improvement Programme (FRIP)

FRIP is a new programme of support which has been developed to help farmers and horticultural businesses in South East of England and London to improve competitiveness through resource efficiency and animal health and welfare practices. It aims to

provide grants up to £25,000 per farm business applying. The programme will have application windows through the year, and new eligible items may be added for subsequent rounds. To find out more visit:

<http://www.seeda.co.uk/what-we-do/european-investment/farm-resource-improvement-programme>

The RDPE are supporting projects under the following headings, grants for which will be delivered through SEEDA, NE, FC, or the local leader group (LAG) as indicated in the Contact Summary.

1. Training, information and knowledge transfer
2. Renewable energy
3. Forestry harvesting and processing, in-forestry recreational activities
4. Adding value to food products
5. Developing and adding-value to non-food products
6. Water management
7. Farm diversification
8. Tourism
9. Cooperating to develop new products, processes and technologies
10. Developing rural businesses and rural communities

5.5.3 SEEDA Grants (...continued)

Summary of grants:

For ELS, HLS and woodland grants:	Apply to Natural England for Entry Level Stewardship and Higher Level Stewardship support, and for the Energy Crops Scheme. Apply to the Forestry Commission for the English Woodland Grant scheme. Refer pg 21. www.naturalengland.org.uk/planning/grants-funding/es/default.htm and www.forestry.gov.uk/ewgs
Landscape Enhancement funds	www.kent.gov.uk/environment_and_planning/wildlife_and_landscapes/countryside_partnerships.aspx www.kentdowns.org.uk if you are in the Kent Downs.
AONB Sustainable Development Fund	The Kent Downs AONB Unit. Contact Tim.owen@kentdowns.org.uk for details, www.kentdowns.org.uk , or contact your local AONB
Kent Energy Centre Grants	http://advice.cen.org.uk/intro.htm www.sei.se/reap/ and Energy Saving Trust and refer Ch 7.7
LEADER. Up to a max. of £50,00 grant is available for is available for small to medium size projects covering a range of diversification activities, providing they fit with the objectives of the Leader group.	Apply to either West Kent Leader or Kent Downs and Marshes Leader if you are in Kent. For list of Leader groups in the SE: http://www.seeda.org.uk/rdpe/Leader/
RDPE. For the larger, collaborative projects that involve, for example, adding value to food & forestry products, farm diversification, renewable energy, tourism, and new product development and if you are seeking more than £50,000 grant (projects are typically funded at 40% of the eligible costs) then you can access funding directly from SEEDA.	Apply direct to SEEDA: Barry Willett 07789 171 608 www.seeda.org.uk/rdpe/SEEDA_Funding/
The RDPE Farm Resource Improvement Programme (FRIP)	www.seeda.co.uk/what-we-do/european-investment/farm-resource-improvement-programme
Training and skills:	Contact your local training provider to access RDPE funded training courses. Sarah Richards 01483 484 200 www.seeda.co.uk or LANTRA www.lantra.co.uk



This chapter introduces you to the use of the following tools:

- The web based Kent Landscape Information System – KLIS
- Landscape character assessments
- Historic character assessments

These will help you undertake a selection of assessments which will enable you to build your whole farm profile and whole farm development plan.

6.1 The Kent Landscape Information System - KLIS

How can I use the web based Kent Landscape information System (KLIS) to help me with my assessments?

The best way to find out about what the KLIS can offer you is to visit their website and start interrogating it against your postcode/s or grid references. [Click here](#) to visit now.

It gives a selection of background maps and aerial photos which can be overlaid with the information you are seeking. By visiting the website you can create your own maps of your holding and overlay them with the data indicated in the text box. This is invaluable for building up your FARM PROFILE and will be referred to in the following chapters dealing with the ASSESSMENTS. N.B. If you want to print out maps from KLIS it is necessary to use the 'print screen' function key and paste into a Microsoft Word document.

If you are outside Kent you can get very similar information from [MAGIC](#).

[LaMIS](#) (Land Management Information Service) provides a service for a fee.

Information available from KLIS

Pick only what is relevant for each of your assessments.

- Mapped Information
- Aerial Photography
- Agri-environment projects
- Access and Public rights of way (PRoW)*
- Designated areas: Areas of SSSI, County Wildlife Sites, Areas of Outstanding Natural Beauty, Ancient Woodland, Nature Reserves Scheduled Ancient Monuments, Historic Parks and Gardens etc
- Habitat Opportunities for 10 different habitat types
- Landcover 1961 and 1972
- Current Habitats
- Physical Environment: Soils, Geology, Elevation
- Agricultural Land Classification.
- Historic Ordnance Survey mapping Data
- Landscape Character Areas

There is a RESOURCE directory, which gives access to Landscape and Biodiversity guidance and advice, and a LINKS tab to helpful organisations listed under the following categories:

- Landowners
- Planners
- Biodiversity Advisors
- Strategic Applications
- Associated Initiatives

There is a RURAL DIRECTORY which you may find helpful for locating services, advice, agents and consultants.

** The map on the KLIS website is not the Definitive Map and is therefore not the legal record of Public Rights of Way. It is not suitable for use in legal matters.*

6.2 Landscape character assessment

Why use landscape assessment?

- Landscape Character Assessment is a useful tool to help us determine whether new proposals will sit well in our landscapes. It sets out what is important to the character of an area and highlights both threats, and opportunities for enhancement.
- It is a main evidence base to AONB Management plans, Local Authority and County wide Landscape Assessments, is used in planning policy formulation and is a main element in Whole Farm Development Plans. For further landscape advice refer to [Chapter 7.4](#)

How does it work?

- England has been divided into areas with similar landscape character. These are called National Character Areas (NCAs). They combine former English Nature's Natural Areas and the former Countryside Commission's Countryside Character Areas into a map of 159 NCAs for the whole of England.
- This is the framework within which all other landscape and historic landscape assessments sit.
- There is a hierarchy of landscape assessments covering your area, as set out in the chart on the [next page](#). At each level there is advice on what makes the area distinctive, and what opportunities there are for landscape enhancement. It also acts as a guide to what would be unacceptable. It will help you formulate acceptable actions and assess your proposals in relation to the advice given for your Local Character Area.

How can I use it?

You can work out which local character area you are in by interrogating the KLIS website and then access the Landscape Assessment Kent (LAK) for detailed written assessment and

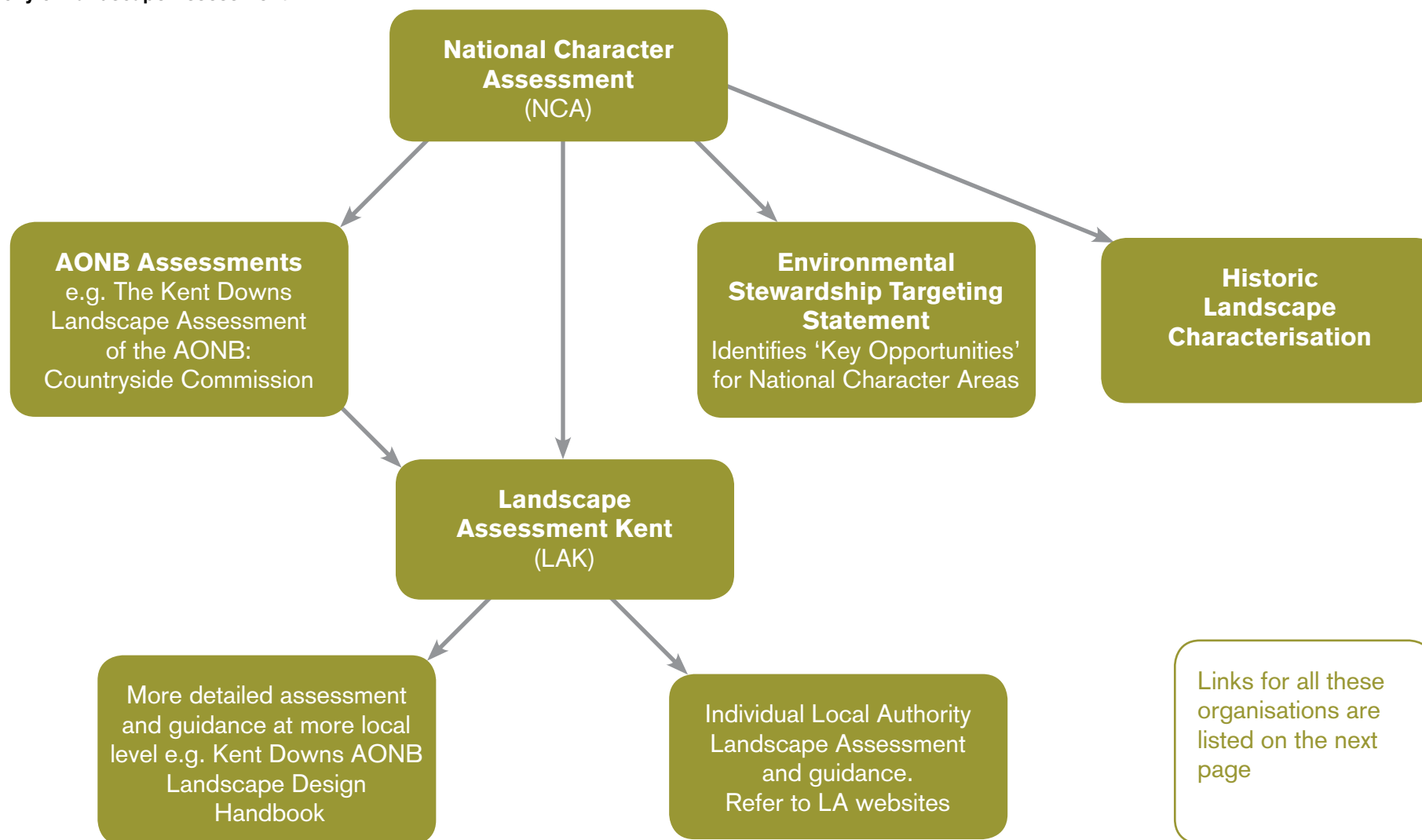
preferred action points for your Local Character Area.

<http://extranet7.kent.gov.uk/klis/resources/landscape-assessment/Landscape%20Assessment%20of%20Kent%20October%202004.pdf>

- If you are in the Kent Downs AONB there is a short cut – you can use the [Kent Downs AONB Landscapes Design Handbook](#) which will give you both the assessment information and design guidance.
- If you are thinking of **ELS or HLS** then you will need to find out what the [Environmental Stewardship Targeting Statement](#) says.
- To understand more about the relationship between the different landscape assessments look at the diagram on the next page.



Hierarchy of Landscape Assessment



Where to find the information

Web links for Landscape Character Assessment:

Level of Landscape Assessment	Web link	Comments
National Character Assessment (NCA) Areas for Kent	www.naturalengland.org.uk/ourwork/landscape/englands/character/areas/southeast.aspx	Find out which NCA you are in from the web link. NCAs in Kent: 81 Greater Thames Estuary; 113 North Kent Plain; 119 North Downs; 120 Wealden Greensand; 121 Low Weald; 122 High Weald; 123 Romney Marshes
HLS Targeting Statements	www.naturalengland.org.uk/ourwork/farming/funding/es/hls/targeting/default.aspx For the South East HLS Theme Statement: www.naturalengland.org.uk/images/hlstargeting/South_East.pdf	Natural England has produced a set of targeting maps to increase the environmental benefits delivered through Higher Level Stewardship. These maps will help secure the most appropriate management in geographic areas where environmental outcomes are likely to be greatest. The targeting maps are the first systematic joining together of information on biodiversity, landscape, natural resource protection, public access and historic interests.
Landscape Assessment Kent (LAK)	http://extranet7.kent.gov.uk/klis/resources/landscape-assessment/Landscape%20Assessment%20of%20Kent%20October%202004.pdf	Covers the whole of Kent. It will help you formulate acceptable actions and assess your proposals in relation to the advice given for your Local Character Area.
AONB Landscape Design Handbook	www.kentdowns.org.uk/landscapehandbook.html	A useful shortcut to local Assessment information and design guidance if you are in the Kent Downs AONB
Local Authorities may have area and local assessments available	Look on your individual Local Authority websites or contact your Local Planning Authority. LPA contacts	Useful for planning applications

6.3 Historic Landscape Characterisation (HLC)

Why Historic Landscape Characterisation?

Historic Landscape Characterisation (HLC) is another useful tool which can be used alongside Landscape Character assessments to *help us determine whether new proposals will sit well in our landscapes*. It gives a further understanding of why our landscapes are the way they are. It sets out what is important to the character of an area and highlights both threats, and opportunities for enhancement:

- It provides strategic information for development plans and detailed data for development control and helps to assess environmental impact of major developments
- It can inform agriculture and land-use, from national to farm and estate level, *notably by understanding the historic landscape before deciding to change it* (for example, woodland creation: where, how?) and by directing *agri-environmental grants* to achieve archaeological as well as ecological benefits
- It integrates with other approaches to conservation; HLC was specifically designed to work with countryside, nature conservation and green conservation
- It is an important **element in Whole Farm Development Plans**.

How does it work?

- HLC sits within the **National Character Areas** framework (NCAs) explained above
- HLC adds history and archaeology – the effects of human activity – to the physical and natural landscape described in the NCA landscape assessment
- The HLC process has divided England into different *Historic Landscape Types*
- The Historic Landscape Types themselves are based on

historic processes, land-use and appearance. Examples include different types of woodland (recent plantations, ancient woodland), heath-land and common (and sometimes former areas of heath and common), land used in the 20th century for military purposes (airfields) and still retaining military character, areas mainly characterised by mineral extraction or industry, and ornamental designed landscape. Most notably, HLC analyses the diversity of enclosed farmland land that forms perhaps the most important component of the English historic landscape. (From: '[Boundless Horizons](#)' Graham Fairclough, Characterisation Team English Heritage)



The Historic landscape characterisation reports for Kent are available on the [KLIS website](#). Click the 'MAP' tab then **RESOURCES** tab, then click 'Landscape documents' on the drop down menu, and then click 'Historic Landscape Characterisation'.

How can I use it?

- It is intended to help you find out more about the history and heritage of your land and organise your findings into a useful form that can be used to build your Whole Farm Profile and feed into your Whole Farm Development Plan.
- It gives advice on where to find detailed guidance which will relate to your area.

Refer to [Chapter 7.6 'Heritage and Archaeology'](#) - Assessing your heritage assets and go to the [Heritage Source Tables](#).

To find out more about Historic Landscape Characterisation click here [Using Historic Landscape Characterisation](#).

7.1 The Planning Assessment

Planning policy framework



As part of your assessments you will need to understand the *planning policy context* against which you will need to test your diversification ideas.

It is suggested that you use the planning templates 1, 2, 3 & 4 to help you record the planning policy framework relating to your land.

Consider both the formally adopted planning policies covering your land and also those in preparation: you may wish to influence future policies which cover your land as this could have a major effect on your farm viability and future diversification opportunities. Record future possible policy changes on the template as well. This can be used to build your Whole Farm Development Plan which you will need when drawing up your planning application

Finding the information:

- Your Local Authority website for up to date planning policies
- The list of national, regional and county policies listed in template 1 for planning policies and web links identified for further advice.
- The KLIS site – Kent Landscape Information System. Interrogate the site for designations on your land. Use the MAGIC website if you are outside Kent.
- The websites for the Kent Downs AONB and the High Weald AONB, for their management plans and other guidance documents specific to each area. If you are outside Kent the appropriate AONB or National Park website covering your land.

The four templates (see Links), when completed, will provide your full planning framework and assessment and be a good indicator of the types of development and changes in activity that will be most likely to obtain planning permission.

TEMPLATE 1 lists some of the NATIONAL, REGIONAL AND COUNTY LEVEL PLANNING POLICIES AND GUIDANCE that are likely to be relevant to any development proposals for diversification. The last column is for you to fill in how it relates to your land and proposals and actions you could take.

The **SECOND TEMPLATE** is for you to fill in the LOCAL POLICIES and GUIDANCE available from your own LPAs.

The **THIRD TEMPLATE** is for you to fill in the PLANNING HISTORY of your land.

The **FOURTH TEMPLATE** is for you to record the DESIGNATIONS covering your land.

If you are using a consultant you could use the templates as part of their brief. Also refer to Chapter 13.1 for a brief for your consultant and contacts for finding and consultant

Most of the information provided on the 4 templates can be applied to all areas, except where County policies and guidance are mentioned. If you are outside Kent similar information can be obtained from your County Council or unitary authority website, and instead of using the Kent Landscape Information Service (KLIS) website the MAGIC (Multi-Agency Geographic Information for the Countryside) website provides similar information.

LINKS:

[Planning Template 1](#)
[Planning Template 2](#)
[Planning Template 3](#)
[Planning Template 4](#)

[Local Authority Contacts](#)

[Whole Farm Development Plan](#)

[How to make your planning application And Chapter 11.1](#)

[KLIS website](#)

[How to use KLIS: Chapter 6](#)

[The MAGIC website](#)

[Do I need planning permission?](#)

7.1 The Planning Assessment (...continued)

Planning Policies: the future of your land

You may be interested in influencing the planning policy in your area, particularly if your land is within or very close to areas which are likely to be designated for growth. For instance if your land is likely to be designated for development of some kind such as residential or employment use, you may or may not be in support of that, and you may or may not already be involved with your Local Authority in negotiations.

These are just a few of the questions you will need to address:

- What will the impact be on your holding and your farm business?
- Will the remaining land still be viable as a single unit?
- How many other land owners are affected?
- Do you need to get together with other landowners affected to help ensure new development opportunities work well for everyone?
- How does this affect you if you are a tenant farmer?

You are bound to want to influence the decisions made about your land and it is important to become involved at as early a stage as possible.

Even if your land is not designated for growth but is near to or adjoins areas likely to be so designated there will also be major implications on your land. You will need to be aware of future changes as these will affect your farm management and business opportunities. Again you should engage in the process of the development of new planning policies and spatial designations of land. You may feel that you need some professional help to help you negotiate the best outcome for you. Make sure that if you are

opposing the policies you employ a consultant experienced in working for 'third parties', and equally if you are in favour of the proposals that you are fully conversant with the arguments raised by others against your view and your consultant is experienced in bringing together different groups or other landowners such as yourself to reach consensus. This is particularly important if there are a number of different landowners involved in or close to an area designated for development. **Planning Aid** provides free, independent and professional town planning advice and support to communities and individuals who cannot afford to pay planning consultant fees. It complements the work of local planning authorities, but is wholly independent of them.

www.planningaid.rtpi.org.uk/sitemap/default.asp

In order to keep abreast of changes and policy formulation which might affect you, you should keep an eye on your County and Local Authority websites and local newspapers; if you are within a protected area such as a National Park or Area of Outstanding Natural Beauty keep up to date with their newsletters and websites as they also review their policies on a regular basis.

HELP WITH INFLUENCING PLANNING POLICY

The following parts of the Planning Aid 'Planning Pack' are most relevant if you want to become involved in influencing future planning policies:

Sheet 1 Spatial Planning in England

Sheet 2 Regional Spatial Strategies

Sheet 3 Regional Spatial Strategies: How to get involved

Sheet 4 Local Development Frameworks: What are they and how are they prepared?

Sheet 5 Local Development Frameworks: why, when and how to get involved

Sheet 6 Examinations

Sheet 7 Statements of Community Involvement: what are they and why are they important?

Sheet 15 Redress: When the planning system fails you

7.1 The Planning Assessment (...continued)

Making your planning application

For advice on drawing up your planning proposals

Go to [Chapter 11.1](#) 'making your planning application'

It is advisable and beneficial to produce a Whole Farm Development Plan which enables the planning authority to understand your overall approach to the farm business, rather than an ad hoc approach with small applications coming forward over time. Several Local authorities are now requiring applications for farm diversification to be accompanied by a Whole Farm Development Plan.

Having done the planning policy and other assessments and produced your Whole Farm Development Plan you will be in a strong position to write your Design and Access Statement which will be required by your LPA to accompany your planning application.



7.2 Access and Infrastructure

The accessibility of your landholding will affect the type of activities that you will be able to introduce onto your farm. Poor highway access will for instance constrain the amount and kind of traffic you will be permitted to generate. The design of accesses onto and off the highway will also be important in terms of safety and visibility. The visual impact of new access on roads and access points will also be an important element in your proposals.

Fill in the Access and PRoW Template (5)

Access and traffic levels

Information regarding existing and proposed traffic movements and type traffic will be required with most planning applications. Look at potential problems such as increased traffic activity, change in type of vehicles, noise, safety or parking congestion. Furthermore if you are not on a public transport route encouraging activity which is dependent on private car access may be considered unsustainable by the local Planning Authority (LPA). You may be required to produce a 'travel plan' or with larger applications a full 'traffic assessment' which could address some of these issues. For instance if you are providing employment for a large number of people a 'pick up' service from the local train station or bus stop could be suggested as part of your plan.

Parking

The level of parking will need to be considered in conjunction with the proposed use. Parking areas will need to be well designed and well screened.

Hours of opening/working

The amount frequency and times of day when traffic will be generated will be of interest to your Planning Authority. Restricted hours of 'opening' or 'working' may be required, and in some

cases routing of vehicles from specified accesses may be needed to avoid conflicts.

Design of access and car parking

- Seek design guidance from your Local Planning Authority and publications such as The Kent Downs AONB Streetscape Design Handbook.
- Your local Highway authority will have specific design criteria on layout of site lines and car parking standards.

(Continued...)

LINKS

[Access and PRoW Template 5](#)

Kent Downs AONB Streetscape Design Handbook: <http://www.kentdowns.org.uk/PDF/Streetscape-designguide.pdf>

[LPA contact list](#)

KLIS website: www.kent.gov.uk/klis

7.2 Access and Infrastructure (...continued)

Public Rights of Way (PRoW)

- Public rights of way are paths mainly for walkers, cyclists and horse riders. Like a public road, a public right of way is a highway which anybody may use at any time. Public rights of way are maintained and managed by Kent County Council's Countryside Access Service. There are four categories of public right of way:
 - o Footpaths, for walkers only.
 - o Bridleways, for walkers, horseriders and pedal cyclists
 - o Byways Open to All Traffic (BOAT), often just referred to as Byway, for vehicles, cyclists, horseriders and walkers, but used mainly as a footpath or bridleway.
 - o Restricted Byways. For walkers, horseriders, cyclists and horse drawn vehicles.
- You are likely to be very conversant with all public paths across your land and aware of the related responsibilities. Public rights of way are recorded on a Definitive Map and Statement (a legal record of public rights of way) held by Kent County Council's Countryside Access Service. However, there may be some public rights of way whose existence has not yet been recorded on the Definitive Map or whose status has been unrecorded. Extracts from this map can be made available upon request. An electronic representation of the Definitive Map is also available on the KLIS website. Please note that this is not the actual legal record of public rights of way and should be used only as a guide and is not suitable for use in legal matters.
- Public rights of way over your land can have a major affect on any development proposals, but they can be seen as providing a great opportunity to support your diversification plans. Record public rights of way, and any other public access in your whole farm profile along with your management responsibilities. You

should identify all public paths on or adjacent to your land and indicate how you will safeguard and maintain them. Kent County Council's Countryside access website sets out your rights and responsibilities, including the maintenance standards you should be adhering to for gaps, gates and stiles on your paths.

- Design your diversification proposals taking into account the existence of the public rights of way network, and pursue a plan which tries to avoid having to seek approval to make legal changes to the network. Public rights of way can offer significant opportunities for farm diversification so research and consider this fully. There may be opportunities for the creation of new public rights of way as part of your proposals and the process is cheap and straightforward. If your plan requires changes to the network, for example creating new or diverting a path, consult Kent County Council's Countryside Access Service at an **early stage**. Making changes, which reduce or change the existing network can take a long time and incur significant costs.

Be Aware: "The granting of planning consent confers no other necessary grant or permission." "Where development which obstructs a PRoW has been started without the necessary Order for the diversion or extinguishment of the PRoW coming into effect Kent County Council will, in normal circumstances, use powers available to it to bring a prosecution. Failure to deal at an early stage with PRoW affected by development can lead to: significant delays to a project, the blighting of completed property, bad publicity, financial penalties."

(From *Public Rights of Way, Planning and Development*)

(Continued...)

LINKS

[Access and PRoW Template 5](#)

Kent Downs AONB Streetscape Design Handbook: <http://www.kentdowns.org.uk/PDF/Streetscape-designguide.pdf>

[LPA contact list](#)

KLIS website: www.kent.gov.uk/klis

7.2 Access and Infrastructure (...continued)

Provision of new Public Access

- You could consider providing permissive access, for example by joining the TROT scheme, or consider the creation of new public rights of way to improve the network.

TROT: Toll Rides (off Road) Trust

Farmers and landowners who are prepared to consider allowing riders on their land by formal agreement are often met with a list of problems: the initial costs of providing gates and bridges for access, further expense in managing and promoting the ride and heavy time costs. Farms can also be liable for business rates and VAT on these schemes as horse riding is not treated as an agricultural activity. However, TROT is a registered charity that has always found ways of meeting most of the difficulties of establishing Farm Rides. TROT recognises the problems faced by landowners and works closely with them to promote a mutually beneficial relationship.

- Other forms of public access should also be considered. Providing public access for payments under the Access option in the [Higher Level Stewardship scheme](#). Land dedicated for public access under the Countryside and Rights of Way Act 2000 (Section 16) will lower your public liability on that land.
- **Further advice** on public rights of way and countryside access issues can be obtained from [Kent County Council's Countryside Access Service](#).

For maintenance, improvement and network development advice:

West Kent Public Rights of Way Office

01732 872829 westprow@kent.gov.uk

Dartford, Gravesham, Maidstone, Sevenoaks, Tonbridge & Malling, Tunbridge Wells.

East Kent Public Rights of Way Office

01303 814534 eastprow@kent.gov.uk

Ashford, Canterbury, Dover, Shepway, Swale, Thanet.

LINKS:

['Public Rights of Way, Planning and Development'](#)

TROT:

Toll Rides (off road) Scheme
<http://www.tollrides.org.uk/>

If you would like to find out more about how TROT Toll Rides can work for you either call 01622 735 599 or email dora@tollrides.org.uk or kim@tollrides.org.uk.

Other sources of help and advice:

[The Ramblers Association](#)

[The British Horse Society](#)

[The Green Lane Association](#)

7.3 Habitats and Biodiversity

As part of your assessments you will need to understand and identify the habitats and biodiversity features of your land holding. You will be able to do a great deal of this yourself as you know your land well. Specialist help is available from your local FWAG officer and/or the Kent Wildlife Trust, your local Countryside Partnership in Kent or local environmental and ecological consultants.

Wildlife always benefits from diversity of habitat; diversity of food or shelter (such as live and dead wood), of structure (such as from coppicing in a woodland) and also of living area (such as cool, damp tall grass and hot dry exposed soil). This diversity encourages diversity of wildlife and biodiversity on the farm.

Use the habitat and biodiversity **Template 6** to record the habitats and species on your farm and the actions that you could take to enhance and protect them. See this as a resource which may offer opportunities for future farming and business diversifications, and also provide income through Stewardship grants. Once you have identified these key environmental features you can:

- Assess the impact your proposals may have on them
- Look at ways of mitigating impacts
- Look for enhancement opportunities.
- Identification of some elements may also alert you to new diversification opportunities.

Wildlife impacts and opportunities for enhancement

Your completed habitat and biodiversity Template 6 and whole farm approach to the management of habitats and biodiversity will be helpful in indicating the relationship of your farm management to your new proposals.

Diversification schemes will offer opportunities to integrate and enhance nature conservation features. Even small proposals can incorporate ponds, native plants and bird and bat boxes which sited appropriately can be seen as mitigation. Farm buildings may be the habitat of bats, owls and other birds and surveys may be needed before existing buildings can be redeveloped.

Habitat Regulations

Changes to the Habitat Regulations in 2007 strengthened the legal protection of European Protected Species (EPS), such as bats and newts so it is essential that anyone proposing activities such as building alteration takes care to avoid harming the species themselves or their breeding sites or resting places. You will need to assess the risk of committing an offence and act accordingly. You may be required to carry out surveys to ascertain whether EPS are present and, if they are present, you will have to decide whether to go ahead, modify and/or provide mitigating measures. Further information from Natural England; <http://www.naturalengland.org.uk/conservation/wildlife-management-licensing/leaflets.htm> Advice line: 0845 601452.



Dan Tuson

LINKS:

For a list of further advice on biodiversity habitats and landscape [click here](#)

[Habitat and biodiversity Template 6](#)

[Kent Downs Land Managers Pack](#)

[Natural England](#)

7.4 Landscape and Landscape Actions

Any changes you may wish to make on your farm should have regard to the landscape. This is particularly important if your land is in a protected area such as an Area of Outstanding Natural Beauty (AONB) or National Park and those areas which have no designation but are important to local residents. There are two AONBs in Kent, the Kent Downs AONB and the High Weald AONB. To find out if you are within one of these areas interrogate the KLIS website.

Chapter 6.2 introduces you to 'Landscape Character Assessment' and the way you can use this as a tool to help you make development decisions on your land. Use the template below to record the landscape assessment and actions you could take to enhance the landscape of your farm. Use **Template 7** to record the landscape assessment and actions you could take to **enhance the landscape** of your farm. This is connected closely to the actions you may wish to take that enhance the **natural habitats and biodiversity** on your land, and can help mitigate any development proposals, such as screening and careful design and layout of accesses, access roads and new development.

Landscape impacts and opportunities for enhancements

Any diversification scheme will require careful consideration in terms of its impact on the surrounding landscape. Your landscape assessment and identification of landscape actions in your completed landscape **Template 7** will give you guidance to ensure that your proposals sit well in the landscape.

- Mitigation measures may be required, such as indigenous tree and shrub planting around areas of car parking and other activities, improvements to farm buildings.
- Ensure any planting undertaken is part of a whole farm

approach and fit in with existing trees and hedgerows.

- Ensure the landscaping required by any planning applications is complementary to the requirements of the ELS/OELS/HLS, and vice versa; The Land Managers Pack gives helpful advice and detailed guidance on species, planting and management.
- If you are in the Kent Downs AONB the Landscape Design Handbook gives helpful advice.
- Refer to **Chapter 8.1 Design Guidance** for further sources of advice on design



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LINKS:

**TEMPLATE 7 -
Landscape**

Refer to [Chapter 6: tools for environmental assessments](#)

[KLIS website](#)

Further Advice:
For further sources,
[click here](#)

[The Land Managers Pack](#)

[Landscape Design Handbook](#)

[Chapter 8.1: Design Guidance](#)

7.5 Resource Management

The management and protection of farm resources in the form of soils and nutrients, water, waste and biomass can have a serious impact on both the natural environment and the farm business. This is central to your day to day management and you will be very conversant with requirements. However do not assume that those determining planning applications, grant applications or financial backers understand the complexities of your resource management! The way in which you manage your resources should be an element of your Whole Farm Development Plan - Chapter 9. Template 11 is a simple checklist to include in your farm profile and Whole Farm Development Plan. Net Regs have a useful checklist with links to further information.

Follow the guidelines included in the DEFRA **Codes of Good Agricultural Practice for the Protection of Soil, Air and Water**. DEFRA publications, telephone **0645 556000**.

The Environment Agency's '**Best Farming Practices**' booklet covers all elements of resource management. To find out more click the link on the right.

7.5.1 Climate Change

Resource Management is closely tied to adaptations and mitigations to address climate change. The NFU/CLA (Farming Futures) have a series of fact sheets addressing these issues (see links). The CLA have a range of guidance available to members e.g. on the recent new Planning Policy Statement (PPS) on climate change. Increased flood risks are addressed in the Environment Agency and Defra websites (see links).

7.5.2 Soils

Good farm practices for soils should aim to:

- Reduce the risk of erosion.
- Improve the soils ability to absorb water.
- Reduce compaction and runoff
- Improve the soil structure
- Maintain and/improve fertility as appropriate
- Be aware of the impacts of climate change and introduce practices to reduce impacts e.g; British Farmer and Grower 'Soils and Climate Change' Maya Herbolzheimer. And Farming Futures Fact Sheets on Soils Management and Climate Change

Soil, crop protection, manure and nutrient management plans no longer earn points in the Entry Level Stewardship Scheme, but help may be available through the Catchment Sensitive Farming Initiative (see 7.5.5).

Advice on soil management and links to other organisations and publications is available through the DEFRA and Environment Agency websites. Refer to the Links on the right.

The Environment Agency produce a useful soils management guide: 'Think Soils' (see Links).

Record your soils management regime in Template 11.

LINKS:

[DEFRA Codes of Good Practice](#)

[The Environment Agency's Best Farming Practices' booklet](#)

[Net Regs - Free Guidance for Farmers](#)

[Farming Futures Fact Sheets](#)

[Environment Agency - Floods](#)

[DEFRA - Floods](#)

[DEFRA soils factsheet](#)

[NE Environmental Stewardship](#)

[DEFRA Soils Strategy](#)

[DEFRA Water Resources](#)

[The Environment Agency's 'Think Soils'](#)

[CLA Climate Change](#)

7.5.3 Water

Water resource management is becoming more important and there are many sources of help and advice to help you both reduce and manage your water needs within the context of Climate change. This is particularly important in the south East where resources are under more pressure. Useful Links:
Farming Futures Fact Sheet: www.farmingfutures.org.uk/x541.xml
Water Wise on the Farm is available from the Environment Agency: <http://publications.environment-agency.gov.uk/pdf/GEHO0307BLVH-e-p.pdf>
DEFRA: www.defra.gov.uk/environment/quality/water/index.htm
For flooding: www.defra.gov.uk/environment/flooding/index.htm

7.5.4 Nitrate vulnerable zone

To identify whether you are in a nitrate vulnerable zone go to:
www.defra.gov.uk/environment/quality/water/waterquality/diffuse/nitrate/index.htm

Note that NVZ is part of Cross Compliance.

Nitrate from agricultural land is the main source of nitrate in rivers and aquifers in Western Europe. High levels of nitrate in certain waters have given rise to environmental and health concerns and these have been reflected in the EC Nitrate Directive (91/676/EEC), which is aimed at reducing nitrate pollution from agriculture. To meet the commitments of this Regulation, the Government has designated Nitrate Vulnerable Zones (NVZ) in England and Wales. These zones have been established in catchment areas where nitrate from agricultural land is causing pollution of water sources and where action is required under the Directive.



7.5.5 Catchment Sensitive Farming

This addresses needs in designated priority catchments.

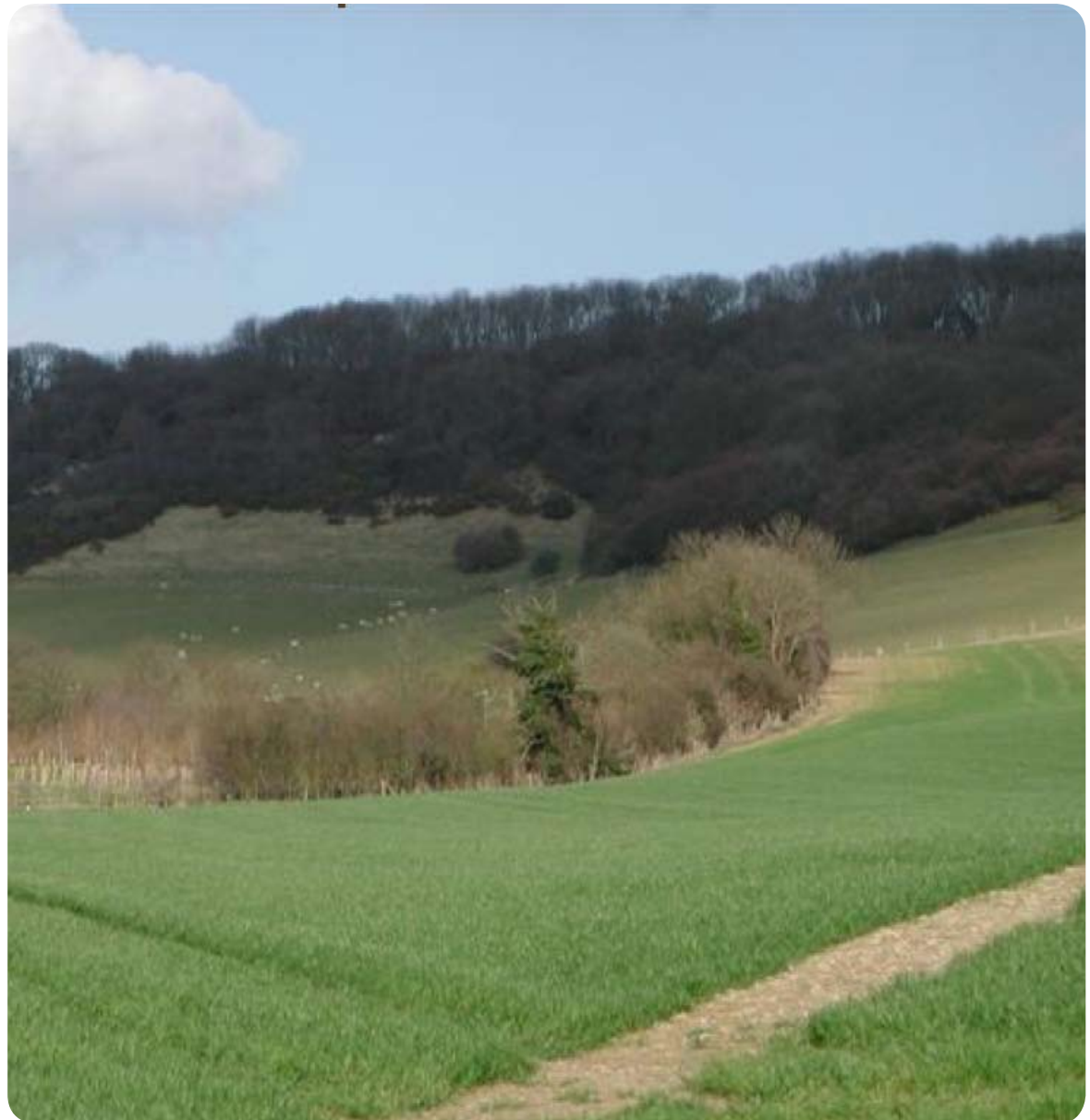
Defra resources:

www.defra.gov.uk/foodfarm/landmanage/water/csf/index.htm

Advice on catchment sensitive farming and grants is available on the DEFRA website: www.defra.gov.uk/foodfarm/landmanage/water/csf/grants/index.htm

The NFU have a range of advice available to members on resource Management: Farming Futures has a range of Fact sheets addressing resource management, e.g Nutrient management. www.farmingfutures.org.uk/x604.xml

Record your water management and whether you are in a NVZ in Template 11



7.5.6 Waste

Waste Management is closely linked to nutrient and energy management and control of pollution and catchment sensitive farming. Advice is available from:

DEFRA: www.defra.gov.uk/foodfarm/landmanage/waste/index.htm

[Agricultural Waste regulations. FAQs.](#)

Netregs: www.environment-agency.gov.uk/netregs/links/97472.aspx

Environment Agency, Natural England, NFU and CLA websites.
e.g. NFU on [Anaerobic Digestion](#)

Environment Agency Pollution Prevention Guidelines are available on www.environment-agency.gov.uk/business/topics/pollution/39083.aspx

Record how you address these issues in [Template 11](#).

7.5.7 Cross-compliance requirements, Stewardship and cross compliance, and buffer strip options

These need to be addressed and recorded in your Whole Farm Development Plan as they will affect landscape, habitats, biodiversity, and farm business. Record them in [Template 11](#).

FWAG offers an 'Environmental Health Check' on cross-compliance, Stewardship compliance and waste management issues.



7.6 Assessing your Heritage Assets

Producing your whole farm profile and plan will help you secure effective integrated outcomes and avoid conflicts of interest. As part of your assessments for whole farm you will need to identify the heritage features of your land holding. You will be able to do a great deal of this yourself as you know the history of your land well. Finding out about the historical background of your farm is important for building up your farm profile for your Whole Farm Development Plan, and can:

- Help determine the capacity of the farmstead to take change
- Help determine location, orientation and design of new build options
- Indicate heritage elements that may be suitable for inclusion in applications for Stewardship subsidies.
- Justify applications for other grants

If heritage projects are carefully planned they can deliver significant environmental, social and economic benefits; equally projects where the main objective is farm business diversification they can provide significant benefits for the historic environment. Projects which deliver multiple benefits are a particularly effective way of maximising value for money in grant-aid programmes.



EXAMPLES OF PROJECTS DELIVERING MULTIPLE BENEFITS

- Restoring historic parkland, or improving its management, will protect species that depend on important wood pasture habitats as well as restoring the historic interest of the landscape
- Action to prevent a medieval moat or pond drying out can also safeguard a wildlife-friendly feature
- Conservation of historic buildings on farmland can provide habitats for bats and other wildlife
- Measures to reduce soil depletion and prevent silt run-off into surrounding water courses will help protect archaeological sites threatened by erosion resulting from intensive cultivation
- Restoring coppice woodland can help to protect underlying archaeological features.
- Converting arable land to chalk or limestone grassland for ecological and landscape purposes could protect archaeological sites currently under the plough if appropriately located
- Growing thatching straw or small-scale quarrying of stone slates will diversify farm income while helping to conserve the character of historic buildings and places
- Rebuilding traditional stone walls or restoring historic farm buildings will ensure that important craft skills are maintained and the character of the countryside is maintained

From: 'Farming the historic landscape, an introduction for Farm Advisers'

7.6.1 Further Information

This chapter is intended to help you access further information and organise your findings into a useful form that can be used to build your Whole Farm Profile, and feed into your Whole Farm Development Plan.

Information on the historic environment should take account of:

- archaeological sites
- historic buildings and areas
- other historic landscape features
- include undesignated as well as designated features, recognising that undesignated features can still be of regional or even national importance

(From 'Farming the Historic Landscape: an introduction for farm advisers)

To undertake a full assessment refer to the English Heritage draft 'Assessment Framework Oct 08'

Template 8 is provided as a check list and for you to record and summarise your findings

Look out for new English Heritage and Kent Downs AONB guidance for Heritage Farmsteads on the Kent Downs website www.kentdowns.org.uk April 2010

THE IMPORTANCE OF TRADITIONAL FARM BUILDINGS

Traditional farm buildings make a major contribution to the character of all but the most remote landscapes of England. In some areas, they are a dominant landscape feature; in others their influence is far more subtle, but nevertheless still fundamental. Like the landscapes in which they sit, these historic farm buildings provide a wide range of benefits to modern society:

- they hand down messages from our past
- they represent an historical investment in materials and energy that can be sustained through conservation and careful re-use
- they are an essential contributor to local character, beauty and distinctiveness and sense of place in the countryside
- they are crucial to our understanding of settlement patterns and the development of today's countryside
- through sensitive re-use, they can alleviate pressure to build on green-field land and reduce the demand for new buildings that may otherwise compromise the character of the countryside
- they provide an important economic asset for farm businesses or, through adaptive re-use where they have become redundant, a high-quality environment for new rural businesses
- they are irreplaceable repositories of local crafts, skills and techniques, in harmony with their surroundings and using traditional materials, often closely related to the local geology, that are sometimes not available or too expensive for new building projects
- they may provide important wildlife habitats

From: Living buildings in a living landscape: finding a future for traditional farm buildings

7.6.2 How to start?

Questions to ask which can inform how you go about planning for diversification of your farm buildings:

- **'What have I got?'** - involving assessing what you have got on your landholding.
- **'What can I do with it?'** – involving drawing on design guidance and using your assessments to determine future uses and development of both your existing buildings and any new developments you want to introduce on your holding.
- **Where can I get advice?** – there is an enormous amount of very detailed advice available. Go to the [table of summary of information and advice](#) which summarises some advice that is available and how to access it. When deciding on the new uses and restorations/conversions or new build ensure your architect/planner is aware of this source of information.

7.6.3 What have I got?

The Assessment of your heritage assets

Being aware of the importance of your farm buildings within the context of the wider landscape and rural community is important when you are deciding on how to make use of your farm buildings.

Landscape character assessment and Historic character assessment are tools that can help you appreciate your farm within its wider context and are explained in [Chapter 6](#).

Historic landscape character is made up of both the physical remains of the past and how we perceive and interpret them. Human activity over thousands of years has altered and created the British landscape. The remains of the past, and of past landscapes, are important to present-day landscape character. For

more information, visit www.english-heritage.org.uk/server/show/nav.1293, and the [summary of information and advice](#).

Assessment of your buildings – are they of heritage value?

How old are they? Are they listed? Are they vernacular and characteristic of your area? What was their original use? Are they still in use? Have they been adapted? Can they be adapted for reuse? There is a wealth of information that will help you answer these questions set out in the [table of summary of further advice](#). In particular English Heritage have produced statements that summarise the character and historical development of farmsteads in each region including the South East. For all Preliminary statements in all areas go to:

www.helm.org.uk/server.php?show=nav.19598

www.kentdowns.org.uk/KDRASToolkit/Farmsteads1.pdf

www.kentdowns.org.uk/KDRASToolkit/Farmsteads2.pdf

www.kentdowns.org.uk/KDRASToolkit/Farmsteads3.pdf

These will help you define what you have, whether your buildings are important and what is special and characteristic about them, and how they relate to the historic landscape in which they sit.

7.6.4 What can I do with it?

Design, conservation and new uses for heritage buildings;
Options for reuse and informing design for new build.

A good starting point for advice are two of English Heritage's publications - '[The Conversion of Traditional Farm Buildings: A guide to good practice Part 1](#)', [Part 2](#) and '[Living Buildings in a Living Landscape: A Future for Farm Buildings](#)'

7.6.5 Where can I get advice?

[Click here](#) for a table of further sources of advice.

- A great deal of information is available from old maps and aerial photographs which are available in Kent on the Kent Landscape Information System ([KLIS](#)). You will also know the history of your land and buildings well and in some cases you may have come across physical evidence and artefacts relating to archaeological and historical site on your farm.
- The Entry Level agri-environment scheme (ELS) provides an opportunity to conserve the heritage and character of your farm for future generations. If you have applied for ELS the **environmental information map** provided by Defra should have identified all of the sites on your land most suited to protection under the scheme. For more information on Environmental Stewardship visit www.naturalengland.org.uk/ourwork/farming/funding/es/default.aspx. Your land may, however, contain many more historic sites and features.
- Natural England administers the Environmental Stewardship Scheme and can help with advice on grants for environmental land management and building conservation. A list of local offices is available on the Natural England website at http://www.naturalengland.org.uk/about_us/contact_us/default.aspx

- If you require more detailed advice on the historic features on your land or more specific advice on site management, your local authority and County Council can help
- **Kent County Council** holds information on local archaeology and historic interest and the Sites and Monuments Record (SMR). You can consult the SMR through the KCC Heritage Conservation Unit, though you may have to pay for this service. Contact through the **Archaeological Service or Historic Environment Record Centre** - www.kent.gov.uk/leisure_and_culture/heritage/explore_kents_past/historic_environment_record.aspx
- Your **Local Authority Conservation Officer** should be the first point of contact if you require general advice about the management of listed buildings and the need for Listed Building Consent and advice if you are in a Conservation Area.
- Kent Landscape Information Service ([KLIS](#)) provides access to historical maps which provide a useful aid to dating buildings.
- Looking carefully at your buildings is the quickest and easiest route to determining their history and importance. For help refer to English Heritage '[The Conversion of Traditional Farm Buildings: A guide to good practice Part 1](#)' and [Part 2](#)

For a list of further sources of advice [click here](#).

7.6.5 Where can I get advice? (...continued)

- Your local English Heritage Regional Office can advise you on the management of Scheduled Monuments and on the management and repair of listed historic buildings. For Grade I and II* listed buildings that are considered 'at risk', there may be grant assistance available. A list of regional offices is available on the English Heritage website at:
www.english-heritage.org.uk/server/show/nav.20071

- A summary of work by English Heritage on farmsteads can be found on its HELM website under Regeneration and Design/ Rural Development www.helm.org.uk/server/show/nav.19597. These include a new policy statement – 'Living Buildings in a Living Landscape: A Future for Farm Buildings' and statements that summarise the character and historical development of farmsteads in each region including the South East

For links to English Heritage, Natural England and other sources of advice [click here](#).

- English Heritage are working on a web based framework for assessing your farm and farmstead to enable you to design your proposals to fit in well and be in keeping with the historic and landscape character of your land holding. By going through a series of assessments it will help you determine the capacity of your farm to take changes. At present refer to the Draft Assessment Framework produced by English Heritage. The final version will be available by Summer 2010.

- An early version of this character-based guidance has appeared in Basingstoke and Deane Borough Council's Supplementary Planning Document (SPD) on Diversification and Reuse. Although this relates to the Basingstoke and Deane area there is much general advice in this document and it is recommended as a useful guide on how to approach diversification opportunities and assessing historic buildings on your farm.

(Continued...)



7.6.5 Where can I get advice? (...continued)

- Farming and Wildlife Advisory Group (FWAG) advisers work closely with Local Authority Archaeologists and are able to offer practical advice on the integration of all aspects of farm conservation management. A list of regional offices is available on the FWAG website at www.fwag.org.uk.

The Farmers Resource Pack CD, much of which is integrated into this toolkit and linked via pdf files listed in the table below, covers the following topics:

1. Archaeology
2. Buildings and wildlife
3. Building conservation
4. Planning and diversification
5. Reference manuals – design, buildings and built environment
6. Review of organisations, register and contacts
7. Archives and publications lists

The Pack includes not only practical guidance on topics such as building maintenance, wildlife in buildings, but some detailed methods for surveys and assessments for those who want to look at their heritage, and contacts to others who can help with this.

Locally **The Farmers Resource Pack** – CD is available from the Kent and Sussex FWAG at Coldharbour Farm, Wye, TN25 5DB paul.cobb@fwag.org.uk Tel: 01233 813186. Parts of this resource pack are listed in the table below.

Click here for a summary of information and advice

There is an enormous amount of very detailed advice available.

The downloadable file helps summarise what advice is available and how to access it. When deciding on the new uses and restorations/conversions or new build ensure your architect/planner is aware of this source of information organised under headings:

- ‘What have I got?’ - involving assessing what you have got on your landholding
- ‘What can I do with it?’ – involving drawing on design guidance and using your assessments to determine future uses and development of both your existing buildings and any new developments you want to introduce on your holding
- For more general advice on design refer to [Chapter 8.1](#)

**Record your assessments
and design decisions on the heritage [Template 8](#)**



7.7 Sustainability and Energy Efficiency

It will become increasingly important to incorporate sustainability and energy efficiency elements into your development proposals as the planning and building regulations are tightened. They should also be a central part of your 'whole farm' diversification ideas as fuel efficiency and the use of renewable sources on your farm will ensure your future efficiency and independence. You could be looking at opportunities to provide much of your own power in the future. Undertake an assessment of your energy needs and usage and look for opportunities to reduce your carbon footprint by reducing usage, insulation, maintenance and change of methods and machinery etc. in the longer term. Seek opportunities to use renewable sources of energy and ensure your proposals are sustainable as possible. Build this into your business plan and Whole Farm Development Plan.

7.7.1 Planning and Building regulations

Some Local Authorities now require inclusion of renewable energy in new developments. By incorporating high standards of sustainable energy into your buildings, and providing opportunities of producing renewable energy to power your proposals and even feed energy back into the grid you are providing:

- Cheaper running costs
- Unique selling points (e.g. sustainable tourism, 'feel good factor' for clients, lower running costs for tenants)
- Plus points in planning decisions
- Possible grant awards

7.7.2 Types of renewables

There are alternatives to the use of non renewable power sources that can reduce carbon emissions whilst contributing to your energy needs on the farm, in the home, and in your diversified activities. These sources are either continually replaceable like wood fuels, waste products, and crops, or are continuous like wind, sunlight, flowing water, or ground source heat exchange. The **Energy Saving Trust** has a résumé of different types of renewables. www.energysavingtrust.org.uk/generate_your_own_energy

Energy Saving Trust advice centre on 0800 512 012.

- Biomass
- Heat pumps
- Small scale hydro
- Small scale wind
- Solar photovoltaic
- Solar water heating



www.fosterprice.co.uk

FIRST STEPS

Use the **Sustainability Template 9** as a basic check list to record your first steps of assessment.

Fact sheets on Energy efficiencies on the Farm

More indepth assessments can be undertaken by going to others' websites and using their assessment methods.

7.7.3 Help and Advice

General Energy Efficiency

Substantial help and grant aid is available for initiatives using renewable energy sources, such as the installation of wind turbines, solar panels, photo electric cells, combined heat and power, biofuel/ woodfuel burners, and heat exchange systems. Any new developments, and refurbishments of existing buildings could well benefit from installation. It could prove both energy efficient and financially beneficial. **The Kent Energy Centre** provides help and advice in selecting best methods, and help on project management on installation and grant aid to all residents across Kent.

CEN also supports businesses with sustainable energy solutions, offering a range of impartial support services for developers. They can offer:

- Options Appraisal
- Planning application liaison
- Funding
- Facilitating installation
- Marketing and publicity elements

For business use: www.cen.org.uk/developer/services.asp

Wood chip and biomass

The Biomass Energy Centre is a 'one stop shop' providing information on biomass derived solid, liquid and gaseous fuels and associated conversion technologies. The Forestry Commission in England is supporting the development of woodfuel – a clean, efficient and renewable energy source. <http://www.forestry.gov.uk/england-woodfuel> For more practical information on using woodfuel see the Forestry Commission leaflet [Woodfuel Meets the Challenge](#).

Advice on use of woodfuel is also available from the **Kent Downs AONB** unit, tel: 01303 815170

Climate change

NFU have Fact Sheets addressing climate change, e.g:

- Climate change: be part of the solution. Focus on: biomass for renewable energy
- 'Ways to mitigate climate change', 'Climate Change General adaptations for farmers and growers'
- **The full list of fact sheets is available on:**
www.farmingfutures.org.uk/x360.xml

(Continued...)



7.7.3 Help and Advice (...continued)

Business Link, LANTRA and your local agricultural colleges have advice and training events relating to climate change and use of alternative energy.

Business Link: www.businesslink.gov.uk/bdotg/action/layer?s=tl&r.l1=1079068363&r.lc=en&topicId=1082899603

LANTRA: www.lantra.co.uk/training/

Hadlow College: www.hadlow.ac.uk/sector-courses1.aspx

7.7.4 Grants and Funding

There are a range of grants and funding available to both householders and businesses. [CEN](#), as above, and the [Energy Saving Trust](#) has further information.

There may also be opportunities for **collaborative projects** which can benefit the wider community and provide economies of scale. Collaborative projects with your neighbours could also attract grant funding. Refer to [Chapter 5.4](#)

Community Action for Energy (CAfE) is a programme from the Energy Saving Trust that is designed to promote and facilitate local community-based energy projects.



7.8 Socioeconomic issues and the local economy

How does your proposal relate to the local rural economy e.g. will it improve local employment opportunities, use local amenities, shops etc, introduce tourism, support and collaborate with other local businesses, provide education facilities for local schools?

- The draft **South East Plan** recognises the importance of strengthening land-based industries (agriculture, horticulture and forestry), and their ancillary industries, to enable them to support and maintain incomes and commercial viability. In particular, it advises that new Local Development Documents (which are currently being produced by individual Local Planning Authorities) should be supportive of these industries and of rural economic diversification, where applications show positive benefits. www.gos.gov.uk/gose/planning/regionalPlanning/815640/
- The new **RDPE** grants also prioritise schemes that are collaborative and supportive of the rural economic regeneration. See [Chapter 5.4](#)
- When you are formulating your plans address how they will support and develop the local rural economy and look for opportunities for working with other local businesses.

Fill in the socioeconomic [Template 10](#) as a first step check list and *include a section on how your new business and activities relate to the local economy in your Whole Farm Development Plan.*



Dan Tuson

7.9 Summary of your assessments: Your whole farm profile

This is a summary of your findings from your assessments. It can be collected together as a series of the templates which you will have filled in at each stage.

Template 1: National, Regional and County Level planning policies and guidance

Template 2: Local Authority planning policies and guidance

Template 3: Planning history

Template 4: Designations

Template 5: Access and Rights of Way

Template 6: Habitat and biodiversity

Template 7: Landscape

Template 8: Heritage

Template 9: Sustainability

Template 10: Socioeconomic

Template 11: Resource management

Use this to write up a full description which can then be the basis for your Whole Farm Development Plan. The templates could be added as an appendix.



CHECKLIST TO INCLUDE IN A WHOLE FARM PROFILE

- **Acreage**
- **Geology and soil type** - [KLIS](#)
- **A description of proposed, existing and past management practice**, including details of existing and previous activities of the farm - cropping, stock, forestry and other enterprises
- **Details of any environmental stewardship schemes on the holding**
- **Nature conservation interests**; details of known biological survey information and records. [Chapter 7.3](#), [resource table](#), [Template 6](#)
- **Landscape**; a description of landscape character and action points. [Chapter 7.4](#), [resource table](#), [Template 7](#)
- **Resource management** [Chapter 7.5](#) [Template 11](#)
- **Historic and heritage interests** including details of existing buildings on the farm, their age, past and existing uses, materials and siting and historic environment information and records. [Chapter 7.6](#) [Heritage Resource table](#), [Template 8](#)
- **Sustainability and energy efficiency** [Chapter 7.7](#) [Template 9](#)
- **Socioeconomic elements**: [Chapter 7.8](#) [Template 10](#)
- **Planning policy and designations**: [Chapter 7.1](#), [Template 1](#), [Template 2](#), [Template 3](#), [Template 4](#)
- **Access and Rights of Way** [Chapter 7.2](#) [Template 5](#)

8.1 Design Guidance

The quality of your design and landscape proposals will have an important impact on the acceptability of your proposals. Consult your LPA at an early stage for their advice and any specific design guidance that they may have. The following is a general guide.

FIRST STEPS

For a table of sources of advice on design [click here](#)



8.1.1 Scale and intensity of use – impact on rural character

- Diversification schemes should help to support, rather than replace, farming activities on the rest of the farm.
- The scale of any diversification should not challenge the rural character of the farm or the surrounding area.
- Your **Whole Farm Development Plan** should show how you may expect the business to grow and what the likely development potential maybe. This could be helpful to the LPA in determining the likely long term effects of the proposals. A Local Authority is likely to support a successful rural business, but in some instances some form of controls maybe required to limit the scale of the development. For instance controls over the level of traffic generated, or future built development within the curtilage of heritage farmstead buildings, might be required in order to protect the rural character of the area
- The scale of activity will also determine likely impacts such as noise, traffic generation, hours of operation, landscape and visual impacts. It is these impacts that will have the most effect on local residents and neighbours.

8.1.2 Buildings

Re-use of existing buildings

Your completed heritage template will mean you are conversant with the character of your farmstead and be in a good position to ensure changes are sympathetic.

- Existing buildings will need to be of sound construction and their form, bulk and general design in keeping with their surroundings.
- A building survey may be required as part of your planning submission.

- How does the proposal work with the traditional layout of the farm, the character of original buildings?
- Undertake a farm heritage assessment which identifies characteristic and vernacular architectural features. Refer to [Heritage Template 8](#).
- Ensure these are retained, repaired and replicated wherever possible. Ensure your proposals reflect the farmstead layout and do not challenge the integrity of the existing fabric.
- For help with assessing your heritage buildings refer to [Chapter 7.6](#) Heritage buildings.

New buildings

- Most LPAs have strong policies against new buildings in rural areas unless they are directly related to agriculture or it can demonstrated that there are exceptional circumstances; they should then be sited close to existing buildings or building groups, rather than isolated in the landscape. Understanding the historic farmstead character can help. [Chapter 7.6](#) heritage
- The form, scale and character of local vernacular buildings should be reflected in the design. New design should be of an exceptional quality and be seen as opportunity to introduce

(Continued...)



8.1.2 Buildings (...continued)

sustainable zero carbon construction and design, methods of water conservation, use of wood chip and other renewable energy resources.

- Opportunities for using local materials, sustainable products and renewable sources of energy should be addressed. **Design of structures and buildings**
- A design statement which sets out how the proposal integrates with the surrounding area and nature conservation is desirable. This should relate to the Whole Farm Development Plan which identifies and describes all the farm buildings, their existing uses and proposed future uses as appropriate. [Chapter 9](#) Whole Farm Development Plan.
- Your Local Planning Authority and Parish Councils may have specific design guidance and advice on design, layout, colours, and use of suitable local materials may be available and appropriate from e.g.
 - o Local Village Design Statements [LPA Contacts](#)
 - o [Kent County Council Design Guidance](#)
 - o [The Kent Downs AONB Design Handbook](#)
 - o Farming the Historic Landscape Advisory Literature (see [Chapter 7.8](#))
 - o The use of sustainable products and local materials. [Chapter 7.7](#)
 - o The use of renewable sources of energy. [Chapter 7.7](#)

8.1.3 Advertising and signage

Advertising and signage for your diversification may be needed. This may need Advertisement Consent. Any new signs would need to be well designed to respect the character of the area and be well sited so as not to cause a traffic hazard. Refer to your local planning authority (LPA) for criteria.

8.1.4 Lighting

Lighting in rural areas should be kept to a minimum as required for health and safety. This is for amenity, good neighbourliness, maintaining 'dark night skies', and sensible energy efficiency. Restrictions on hours and design of low level lighting may well be required by your LPA. In Protected areas such as AONBs and National Parks it is a particularly sensitive issue.

8.1.5 Energy management and sustainability issues

This covers:

- Production and use of sustainable products. Are there opportunities to use a source of local and renewable resources in the construction? Are there opportunities to recycle and reuse? Are there resources available on the farm that can be utilised in the development? E.g. fencing, local wood/ reused wood for flooring etc.
- Accessibility – transport links.
- Renewable energy and reduction in carbon footprint. See [Chapter 7.7](#)
- Design opportunities to ensure self sufficiency.

8.1.6 Access, traffic, highway safety

- Refer to [Chapter 7.2](#) and incorporate your completed access assessment [Template 5](#) into your Design and Access statement.
- Assess the traffic and car parking implications of your proposals contact the highway authority and discuss sight lines and traffic movements and seek guidance on car parking standards.
- Ensure that your development is accessible by all groups.

8.1.7 Public Rights of Way (PRoW)

- Identify all PRoWs on or adjacent to your land and indicate how you will safeguard and maintain them. Identify how you might be able to improve the network.
- If there needs to be any change to any paths as a result of your development proposals consult Kent County Council's [Countryside Access Service](#) at an **early stage**. Refer to [Chapter 7.2](#)

8.1.8 Biodiversity and Landscaping

Refer to [Chapter 7.4](#)

- What effects will the proposals have on the rest of the holding? E.g. conflict with access for farm machinery and livestock? Impact of ancillary activities and developments on the farming activities, suburbanisation of accesses and car park areas, hard standings, drainage, and amenity elements.
- If you have chosen or will be taking up to Stewardship option/s, stress that you are within ...e.g. Countryside Stewardship/ ELSOELS/HLS and explain what this means in terms of land management and how it fulfils the objectives of relevant policies (as set down out your planning policy assessment)
- Landscape; how does the development and activity sit in the landscape? Views in and out. Ensure applications are accompanied by landscape assessment and landscape plans reflecting advice from the Landscape Assessments for your area (refer to [Chapter 6](#) and [7.4](#) for guide to using Landscape Character Assessment)
- Maintain and reinforce surrounding woodland trees and hedges
- Ensure any planting is part of a whole farm approach and sits well with existing trees and hedgerows. Use local stock and indigenous species The landscaping required by any planning

applications should be complimentary to the requirements of the ELS/OELS/HLS, and vice versa, (if you are in the Kent Downs AONB refer to the [AONB Landscape Design Handbook](#). The [Land Managers Pack](#) has useful planting advice.

- **Habitat:** Undertake assessment of the habitat and wildlife opportunities of the site, and the wider farm holding. Undertake detailed surveys as appropriate. E.g. For bats and owls. This enables recognition of the biodiversity and habitat options on your farm and how the proposal relates to this. Refer to [Chapter 7.3](#)
- Stress the importance of the proposals in relation to your business strategy, and what the consequences of not being able to expand your activities would be. Include the effects on your whole farm business, and on the way in which you manage the land both economically and **in line with Stewardship, and the knock on effects on the landscape and biodiversity.**



8.1.9 Mitigating environmental impact of project proposal

Relocation options

Are there opportunities for alternative locations for the new uses/ activities?

Landscape enhancement

Are there opportunities to enhance, repair the landscape, and provide appropriate improvements and mitigation to development? Habitat enhancement and species management. Interrogate KLIS. Are there opportunities to enhance habitats on the farm holding that the diversification by adding value to farm income means can be undertaken? E.g. owl, bat, dormouse boxes etc. Ponds and wet areas, hedge improvement, copse management etc.

Sustainable use of soils and natural resources

Are there opportunities to reduce soil erosion by different management regimes and planting? Are there opportunities to provide a sustainable source of energy? Waste disposal? Are there opportunities to conserve water, reduce run off, flooding? Refer to [Chapter 7.5](#)

Production and use of sustainable products

Are there opportunities to use a source of local and renewable resources in the construction? Are there opportunities to recycle and reuse. Are there resources available on the farm that can be utilised in the development? E.g. fencing, local wood/ reused wood for flooring etc. Refer to [Chapter 7.7](#)

Production of renewable energy

Are there any opportunities for use of renewable sources of energy? E.g. use of ground source heat pump, solar energy either in the existing or new buildings? Refer to [Chapter 7.7](#)

Modifications to existing farm operations

Will some of the existing activities be changed by the proposals?
Will there be some benefits as a result of changing farm activities?

For a summary of further sources of design guidance advice [click here](#)



www.fosterprice.co.uk

Further Information

‘Design and access statements; How to write, read and use them’:

www.cabe.org.uk/publications/design-and-access-statements

8.2 Building Regulations and other environmental regulations

When making development applications for diversifications there are a wide range of regulations that need to be adhered to. These will depend on your proposals and your Local Authority will be able to help. Refer to the [LPA contact list](#).

- Net Regs have a useful checklist - [Free Guidance for Farmers](#)
- Business Link Kent can help on [business start up regulations](#).
- The NFU and CLBA have advice on regulations relating agricultural diversifications.
- For tourism visit www.tourismsoutheast.com/site/business-advice

As a general guide you will need to ensure that you have complied with the following:

- Building Regulations
- [Environmental Regulations and Directives](#): This includes Water Abstraction and waste disposal
- [Health and Safety](#)
- [Fire Regulations](#)
- Other regulations specific to your diversification such as [Food Regulations](#)

Building Regulations

Your Local Authority is the best source of advice.

- For [full Building Regulations](#)
- For an [explanatory Booklet](#)
- For the most [recent versions of the Approved Documents](#) for the fourteen technical “Parts” of the Building Regulations’ requirements

A note about heritage buildings:

Heritage Buildings and energy sufficiency building regulations:

English Heritage supports the Government's aims to improve energy efficiency, provided that this is exercised in a way that does not harm the special interest of historic buildings. The new Part L makes it clear that the special characteristics of a historic building must be recognised. The aim of this revised part of the Building Regulations is to improve energy efficiency where practically possible, provided that this does not harm the character of the building or increase the risk of long-term deterioration to fabric or fittings.

For further guidance refer to English Heritage's '[Building Regulations and Historic Buildings - Balancing the needs for energy conservation with those of building conservation: an Interim Guidance Note on the application of Part L](#)'



9.1 The concept of the Whole Farm Development Plan

Whole Farm Development Planning is a tool to identify opportunities for improving the long term economic viability of farm holdings. It can demonstrate proposals have been thoroughly thought out, will provide environmental, social and wider economic benefits and can bring real and lasting benefits for farmers and the wider countryside.



The Whole Farm Development Plan approach enables you to set out your plans for the future and show how the diversification proposals relate to the wider farm business. This will help others to understand the overall context of the diversification proposals and can mean they will be more sympathetic to them. Furthermore it is a helpful tool for Local Authorities in determining your planning applications.

- A Whole Farm Development Plan represents *integrated* advice covering business, planning and environmental issues
- It includes a wide range of assessments as addressed in [Chapter 7.1-7.8](#) of this toolkit, and summarised in your Farm Profile ([Chapter 7.9](#))
- Its aim is to help you make changes in business activities and forward diversification proposals in a way that makes sound business sense and also provides environmental, social and wider economic benefits
- It highlights the outcomes of various alternative actions, for instance in the event that a planning permission is required the consequences of approval or refusal of planning permission on your diversification ideas, on the farm business, landscape and habitat
- Many of the *suggested* actions may not be essential to obtain a planning approval, and/or successful grant applications, *but the integrated **whole farm** approach will significantly improve your chances of achieving balanced and acceptable rural diversifications*

Your business assessment and whole farm profile will have helped you identify diversification opportunities that you wish to pursue.

Your Whole Farm Development Plan is a combination of your assessments, your plans, and your new business plan.

9.2 What should the Whole Farm Development Plan include?

Summary of your business Appraisal/Plan

Which identifies the:

- The need for farm diversification
- A description of the proposal/s, and their timing – short term and long term
- Financial background and context of the scheme
- How the scheme will be funded run and promoted
- The phasing and timescales of different elements of your proposals
- Keep confidential figures out of this summary

You could add your full plan as an appendix for your own use, or for reference when using for confidential purposes such as raising finance with your bank.

Refer to [Chapter 4](#) for advice on how to write a business plan

Your Farm Profile

This is a physical description of the farm - refer to your Farm Profile [Chapter 7.9](#) for this information. You could add the completed templates as an appendix to your Whole Farm Development Plan

Details of Proposal/s

- Details of your proposals, some may be fully designed and ready for planning application, others may be ideas for future schemes that will follow on as set out in your long term business plans
 - How your proposals fit in with your existing farm business
 - How you have designed your proposals to address issues highlighted by the planning assessment and design guidance and the issues highlighted in your Farm Profile
- Include:
- o Details of what the proposal is for
 - o Existing and proposed elevations, plans car parking, setting, etc.
 - o Landscape plans,
 - o Traffic data,
 - o Building Surveys etc.
 - o Bat and owl surveys etc as appropriate
 - o Sustainability and use of renewable energy
 - o Mitigation

Details of Wider Benefits

Details of how the proposal will benefit the environment, landscape and the rural economy. Include details of land management practice that will benefit from the holding being more viable and any collaborative initiatives or opportunities.

Others may be more supportive of your diversification proposal if you can demonstrate the *wider benefits to the environment, landscape and rural economy*. This may include highlighting elements of the proposal that are beneficial e.g:

- Providing local employment
- Working with other local businesses and service providers such as schools child and health provision
- Improving public access

- Activities which you are already doing or propose (for example under Environmental Stewardship)
- Propose to do as part of any mitigation, (e.g. planting or landscaping to enhance landscape character)
- Sustainability and energy efficiency opportunities

Include details of the *consequences of not going ahead* with your proposals and ideas;

- the effects on your farm business and the impact on the way in which the land is managed
- the effects on landscape and biodiversity
- the effects on local employment etc.

Your assessments recorded in your Farm Profile will help with this.

Grants

Detail the grant possibilities, and how your proposals might fulfill requirements of various sources. Refer to [Chapter 5.4](#)





Here is an example action plan showing how you can bring the integrated elements together. A simple timeline diagram is shown below, demonstrating an example of the point in time in which you should consider starting the corresponding actions.

Action 1: Undertake a business appraisal of your current farm business

Action 2: Look into diversification ideas and investigate grants

Action 3: Undertake assessments detailed in [Chapter 6](#) and [Chapter 7.1-7.9](#). Prepare farm profile and evaluate diversification ideas against assessments

Action 4: Decide on diversification/s and produce a strategy and business plan for proposed diversifications and proposals over the long term. (Obtain broad estimates)

Action 5: Look at design criteria and environmental regulations Refer to [Chapter 8.1](#) and [8.2](#)

Action 6: Prepare planning application/s if needed. Refer to [Chapter 11.1](#) (including other regulations and diversion orders etc as applicable)

Action 7: Consult on draft planning application
Undertake structural surveys, bat surveys etc. as applicable. Revise estimates as applicable.
Draw up detailed architectural drawings. Reappraise business plan

Action 8: Revise planning applications and re-consult if necessary

Action 9: Apply for planning permission

Action 10: Consider the practical actions you have identified in your environmental assessments. Consider working up a work programme and relate to business strategy (Action 1). Work can be done independently and in advance of any planning proposals being firmed up. Refer to [Chapter 7.9](#). E.g.

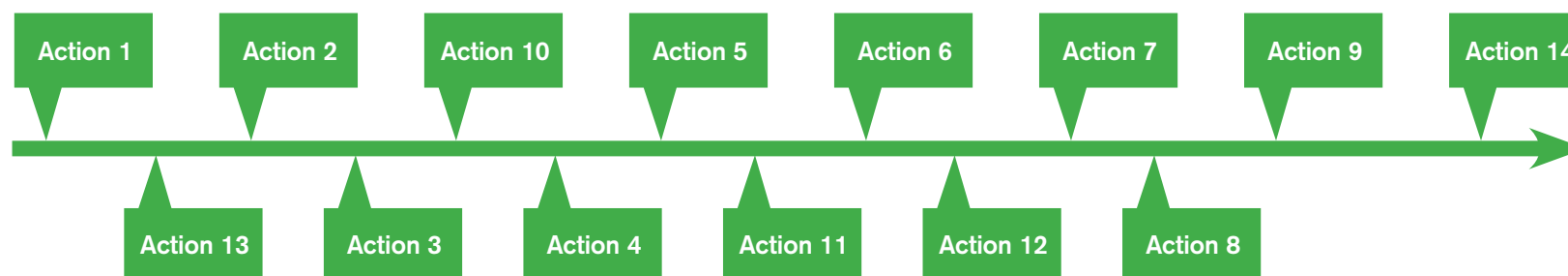
- a) Hedge management
- b) Woodland management
- c) Management of veteran trees
- d) Field margin and grassland management and creation
- e) Landscape and habitat opportunities
- f) Resource management actions and agricultural waste regulations
- g) Actions regarding any nitrate vulnerable zone
- h) Consider Cross compliance requirements

Action 11: Approach your local [Countryside Management partnerships](#) (CMPs) about support, guidance and availability of Landscape Enhancement grants in support of practical actions identified (Action 10). Plan practical actions accordingly. If PRoWs involved seek grant support

Action 12: **Continue to carry out chosen practical actions** with any additional actions supported by grants

Action 13: Consider **ELS** and **HLS** options

Action 14: Apply for equivalent **RDPE** grants as appropriate. Check SEEDA and Natural England websites etc.



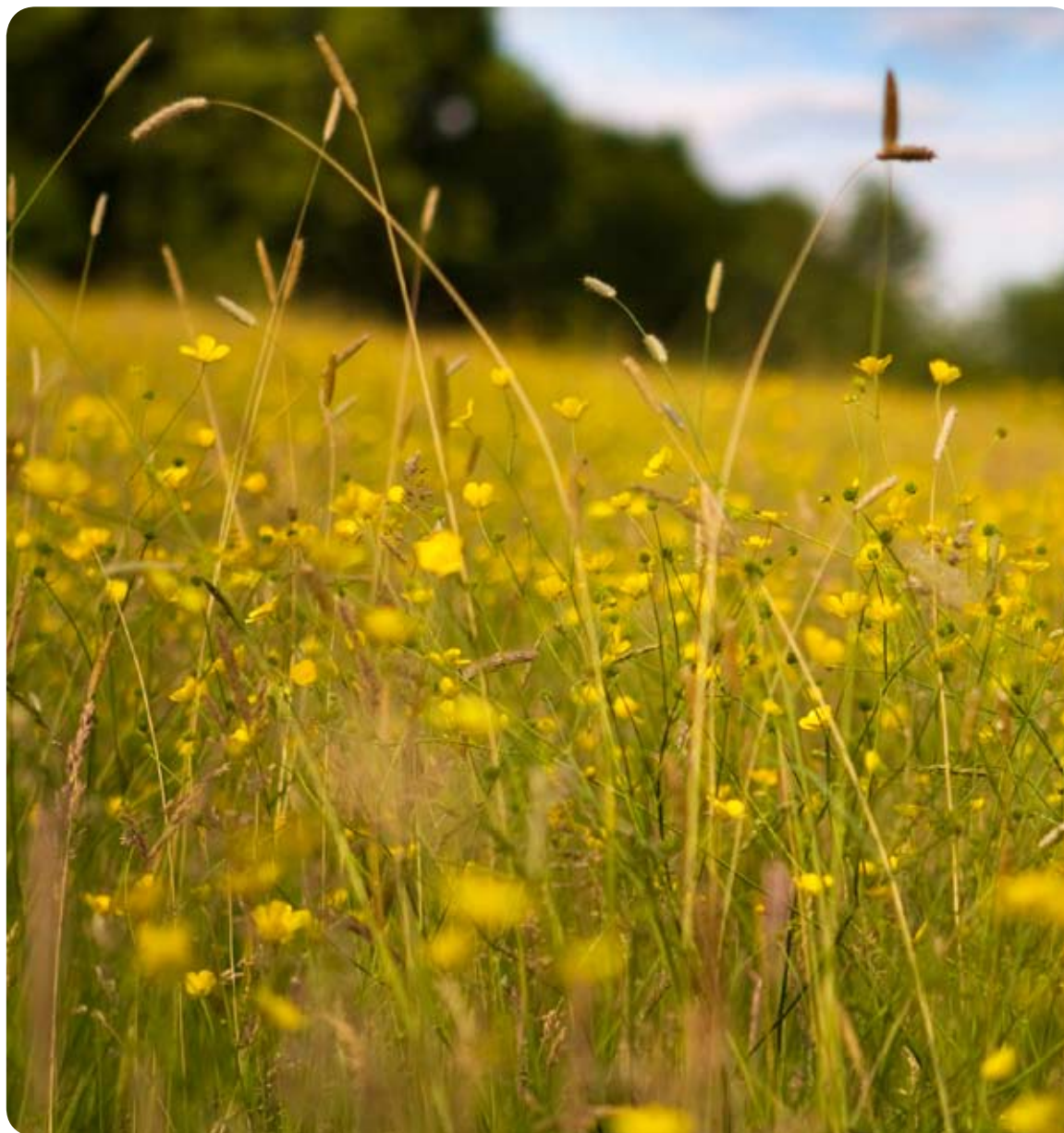
Fully integrated diversified farm business

11.1 Making a planning application



Draw on your completed Whole Farm Profile and Whole Farm Development Plan for the information required to support your design proposals and planning application.

If you are using consultants (e.g. planner, architect or surveyor) and you have undertaken research into all, or some, of the assessments yourself, make sure that they are conversant with your findings, and that the plans they draw up fully reflect them. Provide them with your Whole Farm Profile and Plan and guide them to this toolkit!



Step 1. Consultation: Consult Early

Your assessments will have helped you determine who you need to consult:

- Once you have drawn up some draft proposals discuss the outline of your ideas with your **Local Planning Authority (LPA)**. This will save time and ensure that you are on the 'right track' from an early stage. Advice can be offered regarding:
 - o whether a planning application is required; link
 - o information likely to be required to be submitted with an application
 - o whether a scheme is likely to be considered favourably. (Some LPAs provide a free assessment to indicate whether your planning application is likely to succeed.)
- **Neighbours** - Think about the effects your development may have on your neighbours. These could include dust, noise, odour, lighting, hours of operation and traffic movements, overlooking, loss of light and views. Design your proposals to avoid these impacts through careful alignment, siting, screening, use of noise control technology, dust control methods, minimal hours of operation and low level lighting.
- **Access and highways** – contact the highways authority and discuss sight lines and traffic movements if there are to be changes to either.
- **Public Rights of Way** – if there will be any impact on public rights of way as a result of your development proposals consult Kent County Council's Countryside Access Service at an **early stage**.
- **Environment Agency** - from your initial assessments decide whether you need to discuss your proposals with the Environment Agency e.g. If your proposals involve:
 - o Work in the flood plain
 - o Water abstraction
 - o Disposal of waste or waste liquids
 - o Pumping/dewatering
- **Heritage** - if your proposals are in a Conservation Area or involve Listed, vernacular and other heritage buildings or ancient monuments consult your LPA Conservation Officer. Refer to [Chapter 7.6](#)
- **Biodiversity** - Obtain advice on biodiversity and surveys as appropriate. Consult the **LPA ecologist** if they have one or take specialist advice as suggested in [Chapter 7.3, 7.4, 7.5](#)
- **Consult your County Council** if your proposals involve **mineral extraction and or importing waste** as the County Council will deal with your application.
- **Other suggested pre-planning consultations as appropriate:**
 - o Local Councillors and Parish Councils
 - o Particular groups who may have an interest, such as the local branch of the [Ramblers Association](#) or the [British Horse Society](#) if you are thinking of changes to any Rights of Way.
 - o The project may also require building regulations or listed building consent, and other Environmental regulations – Check this on your Local Authority website and with the Environment Agency.
 - o Ensure you are conversant with any land charges, covenants or legal agreements, and with all wayleaves and the location of public utilities.

A word of warning

- Do not be persuaded that you can 'try out' your ideas without planning permission. Always check if it is needed. Good relationships with your LPA, your neighbours and Parish Council are all needed to sustain viable rural businesses.
- Breaches of planning will be noticed eventually and could challenge your long term goals.
- If you want grant aid, details of your planning permissions are required.
- Enforcement does happen! Demolition, and fines are costly and even sentencing is not unheard of!

LINKS:

[Planning Template 1](#)
[Planning Template 2](#)
[Planning Template 3](#)
[Planning Template 4](#)

[Do I need planning permission?](#)

Step 2. Forms and 'Statements'

Your LPA has advice on how to submit the application, and on the forms and fees applicable. These are available either on their websites or from their offices and some details are specific to each LPA.

You will be required to submit a **Design and Access Statement** in support of your planning application. (Refer 'Step 3' below). This Statement is required to illustrate the process that has led to your proposal, and explain and justify the application. If you have completed your **Whole Farm Profile** and **Whole Farm Development Plan** this will provide most of the information needed.

'The Planning Pack' has been produced by Planning Aid, with assistance from Urban Forum and published by the Royal Town Planning Institute (RTPI). It provides a comprehensive guide to all elements of the planning system including how to influence new planning policy.

The following parts are the most relevant to making a planning application:

- Sheet 8: 'Development Control: applying for planning permission'
- Sheet 10: Appeals
- Sheet 11: Special Controls: Listed Buildings, Conservation Areas and other special designations
- Sheet 13: Small Businesses and the Planning System
- Sheet 14: Planning Obligations
- Sheet 16: Contacts & Publications
- Sheet 17: Glossary of Planning Terms
- Sheet 15: Redress: When the planning system fails you



LINKS

Completing your Whole Farm Development Plan
[Chapter 9](#)

[LPA contact list](#)

Further Information on **'Design and access statements; How to write, read and use them'**

[Advice on making a planning application](#)

[Do I need planning permission?](#)

'The Planning Pack' (RTPI Planning Aid) Sheet 8 **'Development Control: applying for planning permission'**

Step 3. Drawing up your proposals

Draw up your plans and prepare the Design and Access statement.

Having done the **assessments** and produced your **farm profile and Whole Farm Development Plan** you will be in a strong position to draw up your detailed **Plans** and your **Design and Access Statement** which will be required by your LPA to accompany your planning application forms.

Use your **Whole Farm Development Plan** and the **assessment templates** to influence your designs. Ensure your consultants, if you are using them, have access to your survey and assessment work and fully understand your needs.

Your completed planning policy [Template 1](#), [2](#), [3](#) and [4](#) will have given you guidance about what diversification proposals are most likely to be acceptable in planning terms, and given you the policy background to make your case.

The check list below is generic and will probably apply to any Local Authority, however always check your own LPA requirements. **All these elements will be covered in your Whole Farm Development Plan.**

CHECK:

1. The **business case** is made and backed by a **long term business plan/strategy** which involves the business need for improved income to support the holding and explains the **relationship** between the need for diversification business, environmental stewardship schemes and the agricultural business management.
2. The **consequences of approval or refusal** of planning permission on your diversification ideas, on the farm business,

landscape and habitat is explained.

3. How the proposals fit in with and impact on your **current farming activities**.
4. Accessibility, access arrangement to the farm, traffic activity and highway safety. Accessibility for disabled people.
5. Impact on any public rights of way.
6. Measures are taken to address management of **key environmental features** and elements of **environmental management** of the farm, stewardship, cross compliance and AONB policies where applicable, are fully integrated with the whole farm business.
 - Heritage: impacts and opportunities for enhancement [Chapter 7.6](#)
 - Landscape: impacts and opportunities for enhancement; [Chapter 7.4](#)
 - Wildlife: impacts and opportunities for enhancement; [Chapter 7.3](#)
7. Impact on neighbours, as above.
8. Your proposals address:
 - The scale and intensity of the proposed use ; impact on rural character
 - Design criteriaRefer to [Chapter 8.1](#) for:
 - o Re-use of rural buildings
 - o New buildings;
 - o Use of signage / advertisements
 - o Lighting
 - o Energy management and sustainability issues
- Socioeconomic issues – the local economy

Step 4. Consult again

Contact others as appropriate and undertake further consultations on your plans.

Step 5. Make amendments

Amend your plans and Design and Access Statement as appropriate.

Step 6. Submit your planning application

For further information and sources of help for making a planning application [click here](#)

11.2 Using your Whole Farm Development Plan to help you raise finance

You will need to raise finance to carry your ideas forward. Having a Whole Farm Development Plan, part of which includes your business strategy/plan will enable you to give a full picture of your proposals, their impacts, consequences and associated risks and opportunities, and a full justification of your ideas to your bank or other financial supporters.

11.3 Using your Whole Farm Development Plan in your grant applications

In a similar way you can draw on your Whole Farm Development Plan to help fill in application forms and proposals for grants. As you will have looked carefully at the grant availability as part of your assessment and evaluation of your diversification ideas you will be in a strong position to make a successful bid! Most grant awarding bodies will require you to have acquired planning permission if needed prior to your application for an award.



12.1 Local Authority Contacts in Kent

ORGANISATION	WEB LINK	ADDRESS	TELEPHONE
Kent County Council	www.kent.gov.uk/	Kent County Council County Hall, Maidstone Kent ME14 1XQ	01622 671411 0845 824 7247 (24 hrs)
Ashford Borough Council	Planning link: www.ashford.gov.uk/planning_and_building_control.aspx?reload	Civic Centre, Tannery Lane Ashford, Kent TN23 1PL	01233 331111
Canterbury City Council	Planning link: www2.canterbury.gov.uk/planning/acolnetcgi.exe	Military Road, Canterbury, Kent CT1 1YW	01227 862000
Dartford Borough Council	www.dartford.gov.uk Planning link: www.dartford.gov.uk/planning/	Civic Centre, Home Gardens Dartford, Kent DA1 1DR	01322 343434
Dover District Council	www.dover.gov.uk Planning link: www.dover.gov.uk/planning/forms.asp	White Cliffs Business Park Dover, Kent CT16 3PJ	01304 821199
Gravesham Borough Council	www.gravesham.gov.uk Planning link: www.gravesham.gov.uk/index.cfm?articleid=953	Civic Centre, Windmill Street Gravesend, Kent DA12 1AU	01474 564422
Maidstone Borough Council	www.maidstone.gov.uk Planning link: www.maidstone.gov.uk/planning_building_control.aspx	5-11 London Road Maidstone, Kent ME16 8HR	01622 602000
Sevenoaks District Council	www.sevenoaks.gov.uk Planning link: www.sevenoaks.gov.uk/environment/planning/471.asp	Council Offices, Argyle Road Sevenoaks, Kent TN13 1HG	01732 227000

12.1 Local Authority Contacts in Kent (...continued)

ORGANISATION	WEB LINK	ADDRESS	TELEPHONE
Shepway District Council	www.shepway.gov.uk Planning link: www.shepway.gov.uk/content/category/1/200074/927/	Civic Centre Castle Hill Avenue Folkestone, Kent CT20 2QY	01303 853000
Swale Borough Council	www.swale.gov.uk Planning link: www.swale.gov.uk/index.cfm?articleid=776	East Street, Sittingbourne Kent ME10 3HT	01795 424341
Thanet District Council	www.thanet.gov.uk Planning link: www.thanet.gov.uk/environment_planning/planning.aspx	PO Box 9, Cecil Street Margate, Kent CT9 1XZ	01843 577000
Tonbridge and Malling Borough Council	www.tmbc.gov.uk Planning link: www.tmbc.gov.uk/cgi-bin/buildpage.pl?mysql=1520	Gibson Building, Gibson Drive Kings Hill, West Malling Kent ME19 4LZ	01732 844522
Tunbridge Wells Borough Council	www.tunbridgewells.gov.uk Planning Link: www.tunbridgewells.gov.uk/section.asp?catid=175	Town Hall, Civic Way Royal Tunbridge Wells Kent TN11RS	01892 526121

12.2 Other Useful Contacts

ORGANISATION	WEB LINK & EMAIL CONTACT	ADDRESS	TELEPHONE
South East England Development Agency (SEEDA)	www.seeda.co.uk email: seeda@seeda.co.uk	Chatham The Observatory, Brunel, Chatham Maritime Kent ME4 4NT Guildford Cross Lanes, Guildford, Surrey GU1 1YA	Chatham: 01634 899900 Guildford: 01483 484 200 Fax: 01483 484247
Kent Downs and Marshes LEADER	www.kentruralnetwork.org.uk/leader	Huw Jarvis: Kent Downs and Marshes Leader Programme Manager huw.jarvis@kent.gov.uk Richard Hall: Kent Downs and Marshes Leader Project Officer richard.hall@kent.gov.uk	Huw Jarvis: 01622 696940 Richard Hall: 01622 221389
West Kent LEADER	www.westkentleader.org.uk/	Caroline Lingham: West Kent Leader Programme Manager westkentleader@sevenoaks.gov.uk	01732 227000
Environment Agency	www.environment-agency.gov.uk email: enquiries@environment-agency.gov.uk (except for reporting environmental incidents)	National Customer Contact Centre PO Box 544, Rotherham S60 1BY Kent Area Office: Orchard House, Endeavour Park, London Road, Addington, West Malling, Kent ME19 5SH	General Enquiries: 08708 506 506 (Mon-Fri 8-6)
Forestry Commission	www.forestry.gov.uk SE England: www.forestry.gov.uk/forestry/INFD-7AUDZN	Alice Holt, South East England Forest District Office, Bucks Horn Oak, Farnham, Surrey GU10 4LS	01420 23666
Natural England	www.naturalengland.org.uk		
DEFRA	www.defra.gov.uk		

12.2 Other Useful Contacts (...continued)

ORGANISATION	WEB LINK & EMAIL CONTACT	ADDRESS	TELEPHONE
Communities and Local Government	www.communities.gov.uk/corporate	Communities and Local Government Eland House, Bressenden Place London SW1E 5DU	0303 444 0000 (08:30-17:30 Mon-Fri)
Tourism South East	www.industry.visitsoutheastengland.com/ www.industry.visitsoutheastengland.com/site/about-tse/contact-us email: enquiries@tourismse.com	The Old Brew House, Warwick Park, Tunbridge Wells, Kent, TN2 3TU	023 8062 5400 01892 540766
Kent Tourism Visit Kent	www.visitkent.co.uk www.visitkentbusiness.co.uk Email: enquiries@visitkent.co.uk Travel Trade enquiries: trade@visitkent.co.uk	Visit Kent, 3 The Precincts, Canterbury, Kent CT1 2EE	
Business Link Kent	www.businesslinkkent.co.uk		
Kent County Council Planning Policy	www.kmsp.org.uk email: planning.policy@kent.gov.uk	Policy: Strategy & Planning Division, 2nd floor, Invicta House, County Hall Maidstone Kent ME14 1XX	01622 221609
Kent County Council Planning Applications (minerals and waste)	www.kent.gov.uk/environment_and_planning/planning_in_kent.aspx email: planning.applications@kent.gov.uk	Applications: 1st floor, Invicta House, County Hall, Maidstone, Kent ME14 1XX	01622 221070
Kent Downs Area of Outstanding Natural Beauty	www.kentdowns.org.uk email: admin@kentdowns.org.uk	West Barn, Penstock Hall Farm, Canterbury Road, East Brabourne, Ashford, Kent TN25 5LL	01303 815170

12.2 Other Useful Contacts (...continued)

ORGANISATION	WEB LINK & EMAIL CONTACT	ADDRESS	TELEPHONE
High Weald Area of Outstanding Natural Beauty	www.highweald.org/	High Weald AONB Unit Woodland Enterprise Centre, Hastings Road, Flimwell, East Sussex TN5 7PR	01580 879500
FWAG	www.fwag.org.uk/contact_fav247.htm	South East of England Office, Coldharbour Farm, Wye, Ashford, Kent TN25 5DB	01233 813186
Kent Wildlife Trust	www.kentwildlifetrust.org.uk consultancy services email: anne.waite@kentwildlife.org.uk	Kent Wildlife Trust, Tyland Barn, Sandling, Maidstone, Kent ME14 3BD	01622 662012
Kent Countryside Management Projects	www.kent.gov.uk/environment_and_planning/wildlife_and_landscapes/countryside_partnerships.aspx email: kate.phillips@kent.gov.uk	North West Kent Countryside Partnership Countryside Project Centre, Mead Crescent, Mead Road, Dartford DA1 2SH	01322 294727 fax: 01322 290787
North West Kent Countryside Partnership	email: nwkentcp@kent.gov.uk	Kentish Stour Countryside Project Sidelands Farm Wye, Ashford TN25 5DQ	01233 813307
Kentish Stour Countryside Project	email: kentishstour@kent.gov.uk	Kent High Weald Project Council Offices, High Street Cranbrook TN17 3EN	01580 715918 fax: 01580 712062
Kent High Weald Project	email: info@khwp.org.uk		

12.2 Other Useful Contacts (...continued)

ORGANISATION	WEB LINK & EMAIL CONTACT	ADDRESS	TELEPHONE
The Medway Valley Countryside Partnership	email: medwayvalley@kent.gov.uk	The Medway Valley Countryside Partnership 3 Lock Cottages, Lock Lane, Sandling, Maidstone ME14 3AU	01622 683695
The Mid Kent Downs Project	email: sally.evans@kentdowns.org.uk	Mid Kent Downs Officer AONB Unit, West Barn, Penstock Hall Farm, Canterbury Rd, East Brabourne, Ashford TN25 5LL	01303 815173 fax: 01303 815179
Romney Marsh Countryside Project	email: mail@rmcp.co.uk	Romney Marsh Countryside Project Romney Marsh Day Centre Rolfe Lane, New Romney TN28 8JR	01797 3679347
The White Cliffs Countryside Project	email: wccp@whitecliffscountryside.org.uk	White Cliffs Countryside Project 6 Cambridge Terrace, Dover CT16 1JT	01304 241806

13.1 What you could ask from your Planning Consultant



The following check list relates to *background* information, it reflects the assessments suggested in this toolkit and should be achieved before designing your proposals in detail.

You may be able to provide some or all of this information yourself as a result of 'cherry picking' from this toolkit.

Be comfortable with your planning consultant or other agent who may be covering the planning issues, and ensure that they can reflect your ideas, vision and proposals, **and direct them to this toolkit!** Refer to [Chapter 13.2](#) for advice on finding a consultant.

You could ask your consultant to use the following check list:

- Provide the planning history
- Provide the planning policy background and relate clearly to each proposal. This should include clear indication of designations affecting the site. (Land and/ or buildings)
- Give clear advice as to what actions to take which relate to policies, (this may suggest that an application would be unsuccessful. Suggestions as to what would be acceptable would be helpful.)
- Annotated map/diagram cross referencing specific buildings, proposals, access, footpaths, bridleways and designations.
- Indicate the physical impact that each proposal could have on the location, landscape and in relation one to another. Indicate any mitigation opportunities
- If there is more than one proposal indicate how these relate

to one another in terms of priority for you, physical project management, and relationship with planning policy

- Use and relate proposals to any appropriate and available Design Guidance, and sustainability principles
- Give clear advice about what extra information to include in a planning application as supporting documentation, what you should expect and be prepared to accept planning conditions or whether consideration should be given to including some in a planning agreement e.g.:
 - o The Whole Farm Development Plan (as defined in this 'Toolkit')
 - o Landscape assessment and landscape plan
 - o Management Plans, e.g. land management associated with equine diversification
 - o Proposals to mitigate issues such as access, traffic, landscape change etc.
 - o Energy management and sustainability issues
 - o Traffic management proposals
 - o Care of biodiversity
 - o Building survey
- Indication of LPA's initial response to proposals and the Consultant's informed professional opinion
- Give clear advice about the planning process - who to approach: e.g. Parish Council, District Council decision makers, planning consultees such as Highways, Public Rights of Way Officer, English Nature, Forestry Commission, Environment Agency, neighbours and non statutory consultees who may have an interest, e.g. Ramblers, BHS, Kent Wildlife Trust
- Give detailed recommendations and associated actions

13.2 Finding a consultant

ORGANISATION	SPECIALISM	CONTACT DETAILS
Royal Town Planning Institute (RTPI)	Planning	www.rtpiconsultants.com/index.php The Royal Town Planning Institute, 41 Botolph Lane, London EC3R 8DL 020 7929 9494
Royal Institute of British Architects (RIBA)	Architecture Design	www.architecture.com/UseAnArchitect/FindAnArchitect/FindAnArchitect.aspx 66 Portland Place, London, W1B 1AD info@inst.riba.org +44 207 580 5533.
Royal Institute of Chartered Surveyors (RICS)	Survey and design of buildings	www.rics.org/Usingasurveyor/Findasurveyor RICS Contact Centre, Surveyor Court, Westwood Way, Coventry CV4 8JE email: contactrics@rics.org +44 (0)870 333 1600
British Institute of Agricultural Consultants (BIAC)	Provide advice to Farmers, Rural Businesses	www.biac.co.uk/directory.asp The Estate Office, Torry Hill, Millstead, Sittingbourne, Kent. ME9 0SP info@biac.co.uk 01795 830100
Kent Landscape Information Service (KLIS)	RURAL DIRECTORY: directory to services, advice, agents and consultants	www.kent.gov.uk/klis
Institute of Ecologists and Environmental Management (IEEM)	Environmental and ecological advice	www.ieem.org.uk email: enquiries@ieem.net 43 Southgate Street, Winchester, Hampshire, SO23 9EH 01962 868626
FWAG		www.fwag.org.uk/contact_fav247.htm email: alex.long@fwag.org.uk South East of England Office, Coldharbour Farm, Wye, Ashford, Kent, TN25 5DB 01233 813186
Kent Wildlife Trust		info@kentwildlife.org.uk Consultancy: www.kentwildlifetrust.org.uk/work/consultancy/ Kent Wildlife Trust, Tyland Barn, Sandling, Maidstone, Kent ME14 3BD 01622 662012

The Farm Diversification



Kent Downs Rural Advice Service (KDRAS)

www.kentdowns.org.uk

email: admin@kentdowns.org.uk

West Barn, Penstock Hall Farm,
Canterbury Road, East Brabourne,
Ashford, Kent TN25 5LL
01303 815170