Farm Diversification
in Powys

Information, Ideas and Inspiration for Farming Families
Front cover – John Gittins and his daughter, Sioned with their new fully serviced, accessible and environmentally friendly caravan and camping site with facilities block, Nr Welshpool.

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This document is also available as an e-book on a number of different websites including www.powysprp.org.uk

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So you want to diversify?

Do you have an idea that you think fits well into your existing farm buildings or something that’s a reflection of your or your family’s interests, hobbies, or aspirations? Maybe you are still looking to come across the right idea to utilise the assets on your farm or generate new income. It is important that whatever you choose you have researched thoroughly, so you are happy with the effects and consequences of the diversification on your farm, family and way of life. This booklets aims to be one source of advice and ideas to get you thinking about the opportunities available.

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Where to start?

Once you start your new venture all sorts of obstacles will have to be tackled. Just as when you start any new business or take on a new job, there are things new to understand, but most things can be learnt if you are willing. If you don’t have the time to do it all you can always buy in services as required, just like you currently do on the farm. Instead of the vet and accountant it may be an ICT advisor or branding and design service you will need.

To do this you can use an action plan like the one below. In detail it highlights the key considerations rather than being a comprehensive list, but it should help your vision develop into a reality.

**Action Plan**

1. Whole farm plan
2. Research ideas
3. Investigate opportunities
4. Define your concept
5. Market research
6. Business plan
7. Planning and other required permissions
8. Approach funders
9. Revise ideas

10. Finalise proposal
11. Secure planning and funding
12. Start works
13. Keep up to date
14. Advertising
15. Complete the project
16. Launch product/service
17. Regularly review strategy
18. Don’t stand still

If you already have an idea you might like to read on, if you don’t, skip straight to the case studies starting on page 10.
1. **Undertake a whole farm plan**

It will highlight what under-used assets are available to you, what sort of ventures will suit your location and family circumstances, but also what is currently working well on the farm and could be enhanced. It should be a working reference document that can be used for future decision making. A quick web search will provide you with more information on how to produce this or buy in the services of a professional. Farming Connect can provide funding towards this and many other services you may need for your existing or diversification business.

2. **Research appropriate diversification ideas**

If you procure a whole farm plan then this will recommend diversification ideas suitable for your situation. Some options may immediately be discounted while any which you take a fancy to need to be looked into in more detail. Consider the practicalities first such as access to the farm and who has the drive to take the idea forward if it’s not you. Ultimately it will come down to what physical and financial resources are available to you.

3. **Investigate advice and help available**

There may be support which you can access. Some schemes are very worthwhile and can offer substantial rewards. Traditionally these come in the form of grant funding, but they could be training sessions, loans, professional advice or mentoring. Just remember, nothing is free. All organisations have their own goals, they will want something in return. Whether it is paperwork, publicity or a comprehensive list of requirements.

4. **Decide on diversification/s**

It will become increasingly important to incorporate other elements into your proposals, but with good advice at an early stage it is possible for small changes to be incorporated into your ideas to make your proposal more attractive to those offering funding or regulating your development in some way. As you develop your ideas and adapt your scheme you may find you end up contemplating something you hadn’t even considered before.

5. **Carry out thorough market research**

Before you go ahead with any diversification it is important to ensure that you will be able to sell your product or service, whether it be letting space, classic car storage, self-catering accommodation, camping pitches or a home grown product such as your own apple juice, lamb, yoghurt, horses or even worms! Before you make any investment you should make a thorough and detailed investigation of the market for your product or service.

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, all products and services should have their own unique selling point. Don’t forget to examine your potential customers too. A great way of getting potential customer feedback is through questionnaires, online, at events, with family and friends.

6. **Produce a business plan**

Once you have decided what you want to do and have a rough idea of how it works, it’s time to do a business plan. It shouldn’t be daunting, as a well thought out business plan will only help to confirm that your concept will work. It will detail all the things you have been thinking about and focus your ideas. It is really just putting your plan on paper, all in one document. It should be like the whole farm plan, a working document you can keep referring to and updating.

7. **Prepare for planning or other applications - if needed**

Depending on the size of your project, consider getting expert advice when putting together your planning application. There are many organisations who offer planning advice, including the local planning officers themselves. Farming connect also regularly run planning surgeries. The accessibility of your holding 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.

Consult early with appropriate sector organisations such as Visit Wales. Organisations with a vested interest and experience in the sector may well be able to offer you valuable guidance. Don’t forget other permissions such as landlords.
consent, building regulations approval and cross compliance – are there any implications on SFP.

8. Approach funders
Most funders will only agree to fund a project before any work has commenced or expenditure has been incurred. Therefore, it is important to get an agreement or contract detailing their terms and conditions before you start and also to factor in the time it will take to get a decision. Typically you would first make contact with the right person or department, receive a booking or application form, submit by a predetermined deadline, wait for a decision before being issued with a contract, if successful. Depending on the organisations and what you are applying for, this can take from as little as a week (Finance Wales loans) to many months (some grant schemes have only one or two decision meetings each year). Don’t forget to factor this in if you need the support to make your new venture work.

9. Revise ideas based on feedback from funders and planning
The key is to see what these organisations priorities are and emphasis how your proposal meets these.
For example; a funders main aim is to use their money to tackle wheel chair accessibility in rural areas and you want to build a toilet block for a camping and caravan site. If you incorporate ramps as standard rather than steps (you may have to anyway if building regulations apply) and have larger cubicles which allow wheelchair users easy access, you are making more attractive facilities for everyone who uses them (no-one likes cramped toilets!). If you incorporate a baby changing area too these larger rooms are also great for pushchairs. Now you have a family friendly, accessible to all project! Continue along this theme and if you add solar panels to heat the water and/or rainwater harvesting to flush the toilets, could you then apply to another funder whose priority is energy saving or sustainability? To be successful you must tailor your application to meet the funders needs by emphasising the parts of your projects which are relevant. Obviously your project will not fit every scheme, but with a clever use of the right words and a bit of insight, there should be something out there which could help you.

10. Finalise idea/s
Continually update your business plan, add in any funding you are likely to secure, any new training you have been able to access and any other preparation you have done to show that you are committed to the success of your new business.

11. Secure planning and funding
Make sure you have any offers in writing and have actually read the terms and conditions of anything you are planning to agree to. People may genuinely agree something verbally believing it to be correct but unless it is clearly stated in a formal document, aspects can, and do change. You would be surprised how common it is! Don’t start work until you are sure you have the resources and support you need.

12. Start works
Delays when carrying out building and groundwork or ordering specialist equipment are inevitable. Make sure you have a sensible contingency budget in place for unforeseen events. Allow yourself enough time for the project running over so you are not put under extra pressure to complete a project whilst trying to juggle the all-important farm work and family life.
13. Keep up to date with your market and new developments that will affect your business

Do you need to update your qualifications, register with recognised bodies or complete a first aid or food & hygiene certificate? Do you need a faster internet connection, clearer farm signage, or to set up new email or social media accounts? Is there a new farm shop opened up locally who can stock your product or display your business card or flyer? Keep an eye on competitors and learn from them.

14. Plan your advertising campaign

Think about the value of each advert or event you plan to attend and how you will monitor its success. A weekly local newspaper advert may cost £40 and bring in £100 of new sales whereas a Facebook competition may cost you a £50 prize but go out to twice as many customers and bring in £500 worth of sales, if you get it right. Think about how best to generate interest, get a good reputation, build your 'brand' and increase your range and type of customers, as well as making sales.

15. Complete the project

Don’t take bookings or orders for the week after your completion date! Remember, once you open you want happy customers. Little hitches once you start trading are inevitable but you don’t want your very first customers to be disappointed. Consider trial runs, tasting sessions and giving out freebies to family and friends who can give you constructive feedback on what you are doing right and what you need to improve on, before the general public become involved.

16. Launch product/service

Open days, discount vouchers, partnerships with other local businesses, attending events – there are so many ways to get your product or service known. Many are free, some need investment. Start with your local links, contacts and circle of friends. If your product or service is good then people will want it, you must let them know about it.

17. Regularly review your business plan particularly the marketing strategy

New products and services are constantly being launched, marketing opportunities changing and information communication technology updated. You need to know what is happening in your market sector if you want your business to be and stay successful.

18. Don’t stand still - strive to continually improve your product or service

Successful businesses have simple ideas, a good product to sell and drive and ambition to continually improve. You need to make sure you are passionate about your idea to ensure you have the enthusiasm to continually develop and progress your business. Even if you don’t want to grow or expand, anyone in business cannot afford to stand still, ideally you need to be one step ahead of the competition.
In a farm context it is generally presumed that diversification schemes should help to support, rather than replace, farming activities on the rest of the farm. Consequently, the scale of any diversification should not challenge the rural character of the farm or the surrounding area.

Diversification schemes will offer opportunities to integrate and enhance many sustainability features. Even small proposals can incorporate solar panels, automatic lighting, low flush toilets, recycling facilities and nature conservation measures such as bird boxes and native planting. These added features can themselves become an attraction to visitors to your farm or a promotional tool for your brand when selling products.

If you know someone who is good at writing application forms or clever with words get them to help you. Just like with a CV, any application you do needs to hit the right criteria and stand out as being worth investing in. You may think your project is good, but for it to be a success you need to convince others, whether it be other family members, the bank manager, a grant funder or your potential customers.

It is up to you to ensure you know what you are signing up to. This is particularly important when dealing with outside agencies such as grant funders or dealing with any legal implications. You may want a new veg box delivery van but do you want a large Welsh Government logo on the side! It could be you want to turn a barn into holiday accommodation and claim the VAT back on the conversion costs, but didn’t realise you must then charge VAT on all your bookings! Getting the correct advice is not only essential but could make or break your business.

What have other farms diversified into? You may be able to take inspiration, come up with a different slant or learn from the challenges they had to overcome or the resources and skills they utilised to become successful. This leads onto our project case studies....
Mountain Biking & Bell Tents

About the Farm

Cwm Llywi is an organic working hill farm producing lamb and beef within the Dyfi Valley, three miles from Machynlleth. In 2007 a derelict barn was converted to holiday accommodation and due to its excellent location close to national footpaths and numerous bridleways has attracted many visitors. Feedback from visitors and market research showed high demand for activity based holidays. In particular Machynlleth is recognised as a popular mountain biking centre. The farm wanted to make the most of its location by providing further trails and accommodation for these visitors.
About the Project

Alongside constructing a comprehensive route of mountain biking trails and development of a unique portable shower and toilet block, Dafydd applied to purchase extra large bell tents complete with decking areas and wood burning stoves, plus grassguard protection and installation of facilities i.e. water connections. All aspects do not interfere with winter grazing of the fields as they can be removed when not in use. The large tents are warm and cosy with storage for bikes and wet clothes and therefore have a longer holiday season. Dafydd’s well thought out project also links to other local businesses such as providing nearby stabling for those holidaying with horses. The farm has a very sustainable ethos and this is built upon in all aspects of the project from locally made compost toilets, solar water heating and the use of local contractors and suppliers throughout.

Outcomes

The bell tents are very popular and as glamping increases in popularity and our summers get worse, bookings are set to increase. The income created from the bell tents alone will safeguard Dafydd’s job on the farm and create a further full time job.

The aim is to provide a sustainable base for the two families currently farming the land and further opportunities for some of Dafydd’s six young children in the future.

Farm Business: Cwm Llywi Uchaf
Project budget: £16,142
Grant received: £9,229
Contact details: Dafydd Tomos, Cwm Llywi Uchaf, SY20 8NP 01650 511495 beudybanc@yahoo.co.uk www.beudybanc.co.uk

Luxury camping at Cwm Llywi Uchaf Farm.

Cycling near Machynlleth.
About the Farm

Nannerth Fawr Farm is a traditional 200 acre organic hill farm set in the beautiful upper Wye Valley near Rhayader. The spot is a haven for birds and wildlife where conservation and farming work closely together to create a stunning environment rich in biodiversity. Over the last 20 years the family have restored the derelict farm buildings to create 4* holiday accommodation. Their self catering cottages are an integral part of the family business as guests are encouraged to help with lambing, take part in falconry expeditions and explore the farm wildlife.

Nature at Nannerth

New recycling facilities and signage at Nannerth Fawr.
About the Project

Although running at a very good 65% occupancy, the family wanted to increase visitor numbers and retain existing customers in a growing and very competitive market. So they applied to create additional facilities to allow more on farm activities both in and outdoors.

- Refurbish and equip resource room
- Upgrade wash and laundry
- Provide mobile compost toilet for wild camping
- Install dog-stay cabin and run
- Create safe paths and viewing areas for farm animals
- Install wildlife CCTV
- Create new bi-lingual website for promoting new activities: www.thingstodomidwales.com

Outcomes

Completed in time for the 2012 summer season the new facilities are a huge success with existing customers and generating new customers, such as those with dogs, who couldn’t be accommodated before. A new part-time job has been created for their 23 year old daughter Caitlin, whilst also safeguarding their own jobs. New activities such as wild camping are attracting large groups of sustainable travellers such as walkers and cyclists. Water vole and badger watching mean people have even more to do on the farm, whilst the new facilities allows small local businesses such as Hawksdrift Falconry to also benefit from the increase in visitors by holding sessions at the farm.

Farm Business: Nannerth Fawr
Project budget: £12,300
Grant received: £7,100
Contact details: Alison Gallagher, Nannerth Fawr LD6 5HA
01597 811 121 www.thingstodomidwales.com
Courses, cruck barn and a cosy cottage!

Margot and Anthony Porter of Ty Gwyn Farm decided to build the Straw Bale Cottage 5 years ago, it has now been ready since July and has proven to be very popular, it has been let to holiday makers pretty much constantly until mid September. The cottage has been built using centuries old building methods. The walls are made of straw bales, and then coated with lime mortar inside and out. The roof insulation is sheep’s wool and the roof is covered with cedar shingles. Inside, the cottage has two double bedrooms, one has twin beds, the other having a double bed. There is a shower and a normal flushing W.C. in the bathroom. Heating comes from the wood burner, hot water and cooking is by gas. Lighting is by candle, lantern, gas lights and solar. Wind-up torches are also supplied.
They advertise widely by links with other websites, industry sites such as Visit Wales and Visit Mid Wales, and speciality website such as Unusual Places to Stay. They have a lot of press releases, use social media and have been mentioned on Radio 4, The Times, NFU Countryside Magazine, Country Life, Western Mail, Brecon and Radnor Express and the County Times.

Margot & Anthony also have an 18th Century Cruck Barn which now provides an attractive and atmospheric space for meetings, courses, training and events. Fully equipped with powerpoint, projector screen and WiFi, they hold one or two day courses learning about landscape history whilst walking over the beautiful Radnorshire hills, working weekends with your gun dog, dry stone walling and straw bale building courses.

The Cruck Barn and Straw Cottage were supported through the Farm Diversification Scheme funded by Glasu. This helped with funding for the building/conversion of the properties, meeting facility equipment, a bigger website with more functions, a video and also professional photographs. When asked how easy it was applying for a grant with Glasu, Margot says ‘Relatively easy, given the constraints and obstacles of any EU grant. Our Project Officer, Laura Shewring was extremely helpful, pleasant and knowledgeable.’ Margot said she would apply for a grant with Glasu again if they had a project in mind.

Farm Business: Ty Gwyn Farm
Project budget: £34,440
Grant received: £17,470
Contact details: Ty Gwyn Farm, Llandrindod Wells. LD1 5NY
01597 829298 – farm office
01597 822665 – farm house
www.tygwynfarm.co.uk

The new meeting room.

Inside the strawbale cottage.
About the Farm

Penlan Farm is a 150 acre holding nestled in the picturesque foothills of the Black Mountains in Llangenny, Crickhowell. Whilst it has been in the Norton family for 22 years, Graham Norton took over the business a mere three years ago. Considering the small size of the holding, Graham has sought to utilise the natural resources to their best advantage. The 60 acres of bluebell woodland was enhanced through participation in the Better Woodland for Wales scheme with 5,500 trees planted in 2012. The remainder of the land is home to a herd of Red Ruby Devon cattle and Gloucestershire Old Spot pigs. To maximise returns from the farm, the family sells fresh meat and coppiced logs to the local community.
About the Project

In a desire to create a long-term, more stable income stream, the Nortons decided to take advantage of the thriving local tourism trade and set up a diverse holiday let in the form of shepherd hut accommodation. Unhappy with the quality and design of existing manufactures shepherd huts, Graham decided to utilise the carpentry apprenticeship he completed in his youth to design and create his own unique shepherd huts.

Outcomes

Completed in the autumn of 2012, the accommodation is situated in a secluded area of blue bell wood and comprises two quaint wooden shepherd huts. Thoughtfully designed and intentionally off-grid, the first hut comprises living accommodation with a double bed and seating area by a wood burning stove. The second provides all the essentials with one half given over to a well equipped, miniature kitchen and the other to a fully functioning bathroom.

Advertised through the sugarandloaf website (www.sugarandloaf.com) as the Bluebell Shepherd Huts, the project has been running for the 2013 Spring/Summer season and has seen enormous success with a high level of occupancy and a plethora of positive comments from guests. Much of this success can be attributed to Grahams hard work and innovation. By completing the design and build himself, the farm has created a pleasantly distinctive accommodation ideally suited to its purpose and situation.

To retain a feeling of exclusivity, there are no plans to establish further accommodation however due to a high level of interest in the shepherd huts themselves, and several direct requests for individuals and businesses for their own huts; Graham has decided to pursue this avenue of additional income in the quieter winter months on the farm. With a further grant from the Farm Diversification Scheme he now has a workshop set up for producing custom made huts to order.

Farm Business: Penlan Farm

Project budget: £24,280
Grant received: £13,770
Contact details: Graham Norton, Penlan Farm, NP8 1HF 01873 810814 www.sugarandloaf.com (search bluebell shepherds huts)
About the Farm

Chris and his family run the 280 acre Great Brimmon Farm on the outskirts of Newtown, as his father did before him. Primarily a beef and sheep farm, they run 80 Belgium Blue cross cows to a Limousine bull with spring calving and 700 Welsh mule ewes.
About the Project

Due to the expansion and growth of Newtown, farmland and buildings had been isolated from the main holding. A redundant brick barn was identified for conversion and following extensive market research the family decided to turn the building into activity holiday accommodation for large groups.

• The finished barn comfortably sleeps nine and is finished to a high standard.
• Horse stay with stabling is provided with excellent access to bridleways straight from the fields.
• Fitted with solar panels, rainwater harvesting and with good recycling facilities.
• Secure bike parking and undercover storage.
• Three ground floor bedrooms for those with limited mobility.
• Local collection available from bus and rail station for those using public transport.

Outcomes

The 2 year build was completed and has been open since August 2013. With 29 bookings until August this year, the occupancy is above year 1 initial expectations and Chris is very happy with the success of the project so far. He has since added new signage for a professional look and is looking forward to encouraging his visitors to take part in some of the wonderful activities on offer in the local area, as well as allowing them to appreciate the peace and tranquillity of the farm surroundings.

Farm Business: JG & MWA Clayton

Project budget: £100,000 +
Grant received: £12,280.00
Contact details: Chris Clayton, Great Brimmon Farm, SY21 3AE
www.holidaycottages.net/book_cefnaire-isaf.htm or www.hoseasons.co.uk/cottages/cefnaire-isaf-HW7791
Farming 350 acres on a traditional Welsh livestock farm, WJG and L Jones also ran a small contracting business producing quality forage for their local customers using the latest forage harvester and round baling machinery. During the course of the business, market research had shown a demand for on-site tractor and machinery repairs and so they launched a 24/7 breakdown service for farm machinery, especially tractors used to feed animals. Requests from customers to supply replacement machines found the family sourcing tractors and other machinery to fulfil this demand. Son Dai took over this side of the business which saw second hand tractor sales grow to an average 45 units per year.

The Jones Family Awarded Franchise

Farming 350 acres on a traditional Welsh livestock farm, WJG and L Jones also ran a small contracting business producing quality forage for their local customers using the latest forage harvester and round baling machinery. During the course of the business, market research had shown a demand for on-site tractor and machinery repairs and so they launched a 24/7 breakdown service for farm machinery, especially tractors used to feed animals. Requests from customers to supply replacement
This success saw the enterprising Dai awarded the Case IH franchise for new tractors and machinery in 2010. With this new service came the need to provide a more professional customer facing business with a newly fitted office and reception area, website and the latest diagnostic tools to complement the facilities they already had.

Dai Jones is extremely pleased with the support he had from the Farm Diversification scheme which has enabled him to increase this side of the business considerably. A number of new staff have been taken on as part of the tractor dealership, and business is booming. He now employs two new agricultural and diagnostic engineers whilst at the same time it safeguards employment for the team he already had working for him which include a sales person, secretary and service engineer.
Ty Newydd Farm is a 175 acres mixed livestock holding specialising in the sale of pedigree Texel sheep with some store cattle and butchers lambs. The farm is situated centrally in the village of Llangorse overlooking the lake. It is a family farm which son Deri has returned from London with his wife, to help run the business with his mother. His sister runs a highly successful farm diversification venture (www.lime.org.uk/) on her farm, on the opposite side of the lake!
The family were very aware of their heavy reliance on livestock sales, particularly Texel rams which generate approximately 50% of the turnover, the majority of which is generated in a single day at the NSA sales in Builth Wells. So to ensure the farms survival they were already looking to develop other forms of income when a local brewery approached them. The newly founded business asked to lease some of the farm buildings to make beer, cider and apple juice. The double benefit for the farm would be that they could also look at sales of existing resources: apples (currently not harvested) and timber (to fuel the burner required to heat the malted barley solution). With extra income generation possible from the sale of new crops such as barley and hops, should the brewery demand.

A grant was used to assist in the adaptation of a disused brick built granary to provide a simple, hygienic area for brewing and storage. A short video of the project can be found on You Tube under Powys PRP – Redstone Brewery.

Redstone Brewery subsequently took over the lease once works were complete and a successful partnership has now formed between two local businesses which provides a regular income for the farm, local employment, and very good beer!

**Farm Business: DJ & MO Morgan**

**Project budget:** £18,300  
**Grant received:** £10,000

**Contact details:** Deri Morgan,  
Ty Newydd Farm, LD3 7UA  
www.tynewydd-farm.co.uk  
or Ollie Dent, Redstone Brewery  
www.redstone-brewery.com
Argoed Farm is a typical mixed 330 acre family farm in North Powys which during 2009 dramatically reduced its cattle numbers in favour of egg producing poultry. Although sheep numbers stayed constant, cereals were then grown for sale. Previously Roger had already been making and selling good quality haylage for the equine market. With the production of cereals the family saw an opening to develop the equine feed side of the business whilst at the same time adding value to home-grown cereals, straw and haylage. The innovative combination of haylage and cereals would produce a high fibre feed which is extremely popular with leisure horse owners.

Roger Hughes expands into Hoppers and Horse Feed
Funding was secured to convert an old silage pit into a watertight and vermin free processing and mixing area for all the horse feed components and also for the storage of the bagged feed prior to sale. A bespoke mixing and bagging machine was also purchased which means the whole process is completed in only a small number of straight forward steps, all in one designated area on the farm. This is particularly important to ensure the feed is free from any contamination and can be assessed for its consistent quality. Roger already had working contacts with Wynnstay Stores through selling the haylage and so plans to utilise this to the full.

The work involved with the diversification venture is entirely linked to the production and running of the farm and therefore this has safeguarded the roles of his two farm labourers but also helped secure a future for his daughter and two sons on the farm.

Roger explains that; ‘although farming is still our main business, we would very much like to concentrate on the expansion of the equine feed and even investigate packaged horse bedding as a further side-line’.
The Pugh family farm 200 hectares over three farms, in upland mid Wales, near Rhayader. They produce store cattle from a herd of suckler cows and finished lambs from a flock of 1200 Welsh Mountain ewes. They also have a sustainable woodland management plan in place.

The farm has been handed down for three generations and extra income was required to keep all three sons within the farm business. Middle son Tom was inspired to develop his carpentry skills by his great grandfathers cabinet making tools. He consequently gained a degree in furniture design and following great success at exhibitions and winning numerous awards made the decision to return home to design and make his own furniture. He set up a workshop for Tom Pugh Bespoke Furniture at Doliago Farm, in a current farm building.
The farm diversification scheme was keen to support a young person with such skill, and supported Tom to buy the specialist equipment and machinery he needed to get his fine carpentry workshop off the ground.

He is now able to produce bespoke, one-off pieces from sustainable Welsh hardwood, and is very pleased with having a warm, dry, fully equipped workshop in order to produce furniture of the highest quality, which he was not able to do before. He currently spends about 75% of his time in the workshop which allows him to still help on the farm at key times. He and his brothers also select and process the wood required for the business direct from the farm. He hopes to expand the furniture business by increasing his marketing and going to more exhibitions, now he has a new range of furniture to promote.

Farm Business: W.E.T. & J.A. Pugh
Project budget: £17,190
Grant received: £9,900
Contact details:
Tom Pugh, Doliago, LD1 6NU
www.doliago.com
www.tom-pugh-bespoke-furniture.co.uk
Robbie’s Riding High

Wilson Eggs is part of an 85 hectare holding farming 12,000 free range laying hens alongside sheep and cattle run by Dale and Robbie Wilson. Robbie wanted to turn her lifelong passion for horses into a business which would utilise her skills and experience gained over the years.
Consequently Robbie set up Cnwch Farm Equine which with support for a new ménage from the Farm Diversification scheme, is continuing to flourish. At Cnwch farm she specialises in selling high quality, well trained horses and also in breaking and training horses. The business is flexible enough to fit round her young family and also allow her time to help out with the stock at busy times. In fact surefootedness from stock gathering on the hill is one of the more unusual attributes the horses she trains are likely to come away with!

Robbie has grown up with horses and has worked in horse breaking for many years. Previous to having the ménage built, she found it very difficult to train her horses and hiring additional facilities just wasn’t feasible. Robbie was hiring a riding school 20 minutes away, she now finds that having her own ménage to advertise and train her horses for schooling; jumping and dressage allows for a much more professional service. Clients are currently being turned down because her services are in such demand!

A visit to Cnwch Farm, which is situated in a beautiful location in Llanbister, will find Robbie to be a very professional and friendly person and her knowledge and experience with horses is vast. The stables and ménage are of a high standard and the horses Robbie schools are very well behaved and are of very good quality. Having the menage built has been more than she expected it to be and couldn’t have done it to the standard it is now without the support from the Farm Diversification Scheme. Robbie says she found Glasu to be helpful and would apply for another grant in the future. She is also planning to add a couple more stables in the future to increase business further while Dale concentrates on the chickens!

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**Farm Business: Wilson Eggs**

**Project budget:** £10,695

**Grant received:** £6,400

**Contact details:** Robbie Alman-Wilson, Cnwch Farm, LD1 6UG

01597 840217 / 07870 634012

[www.cnwchfarmequine.co.uk](http://www.cnwchfarmequine.co.uk)

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Robbie produces high quality competition prospects.

Horses are taken for starting.
B.E. Tyler Machinery Repair

About the Farm

Glanhaffes is a 190 acre holding, most of which is rented, with additional grazing rights. A change in circumstances allowed Brenig to concentrate on increasing ewe numbers and also to expand his machinery and equipment to build up the contracting side of the farm. Consequently he identified a need for quality farm machinery repair and maintenance for farms in the area.
About the Project

Brenig originally trained as a fabricator and had the necessary skills and experience to carry out this work. However the farm had limited outbuildings and so in order to develop this enterprise a purpose built building was planned which would be suited for modern steel cutting and welding equipment.

Brenig already had a growing customer base and trade contacts and the indoor workshop allows this side of the business to run during the quiet time for livestock (winter). It also allows for an increase in orders as Brenig's son can work alongside him learning the trade.

This will allow the business to:

- Carry out large plant and agricultural repairs.
- Make and repair garage and barn doors.
- Repair quad bikes.
- Make and repair trailers.

Outcomes

Being in the national park there were a few hurdles to overcome including a delay caused by a flood consequence assessment. However, the building is now complete and in use and the Farm Diversification Scheme was able to help with some additional funding towards the purchase of some supplementary welding equipment to allow the business to continue to grow. Brenig has high hopes that the business will continue to flourish and that one day he will be employing all of his three sons on the farm!

Farm Business: BE Tyler

Project budget: £28,330
Grant received: £17,000
Contact details: Brenig Tyler, Glanhaffes, SA9 1GP
07813 013386
DI Davies & Co a mixed livestock farm situated one mile outside of Brecon has, with support from the Farm Diversification Scheme, opened a new beauty salon based at the farm, with scenic views in a tranquil setting at the foot of the Brecon Beacons National Park.
Paula Davies married the youngest son of the farm and so decided to set up the business taking advantage of the farms location and her knowledge and research in the sector. With a grant of £20,000 towards remodelling and rebuilding a small stone outbuilding on the farmyard, Paula now has a smart new professional beauty salon with reception area, toilet, treatment room and group space for her new enterprise. She has good links with other small businesses and will work alongside them offering Hairdressing and Reiki using the treatment room. Bridal packages are available including full treatments, make-up, nails and hair. Paula also plans to hold nail parties. The farm already offers a caravan and camping site and will now offer this beauty service to everyone, with particular emphasis on being child-friendly with a dedicated play area, easy parking and providing disabled access and facilities. The building is insulated with sheep’s wool so has also been built with long term sustainability in mind.

Paula provides beauty treatments such as eyelash & eyebrow treatments, spray tanning, facials and waxing. She has undergone training, is qualified and registered and has plans to do more courses to expand the business offering manicures. The salon has extended business hours to cater for clients. There are also beauty products for sale at the salon such as nail polish, moisturisers and eye make-up remover.
Bryn, a farmers son and physics teacher, secured the farm lease from his father in 2009 and has been slowly building up the beef and sheep farm since he took over. He has been investing in new stock and the farm infrastructure during this time, whilst still working as a tutor one day a week. His diverse interests in the field of education gave him the idea of creating a Wales traditional culture, language and rural skills venue.
He applied to the scheme for help with converting an old cow shed into a facility to hold courses, workshops, meetings and small events. The old buildings were sensitively converted with sustainability in mind, using as many reclaimed and local natural materials as possible and using local suppliers and tradesmen. The centre ran its first courses in April 2014 and many more courses are planned. The range of courses is vast, with groups able to specify bespoke subjects if required. Events are being held throughout the year from walking local history events and Welsh language for families, to Physics tutoring, Welsh folk music and traditional dance.

The farm yard buildings are continuing to be converted to accommodate audio-visual and computer equipment area, kitchen and toilet facilities and a workshop for teaching rural skills. The flexibility of the venue is key, to allow the business to grow and adapt to demand. Bryn has plans to also create a business unit to rent to another family member who would like to work on the farm by renting an office unit to run her business selling Welsh language children’s books and puzzles. The centre aims to create a number of jobs for local people to utilise their traditional rural skills and is now on the way to achieving this.

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<th>Farm Business: Bryn P Davies</th>
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<td>Project budget: £46,750</td>
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<td>Grant received: £20,000</td>
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<td>Contact details: Bryn Davies, Nant Hirwen Farm, SY10 7QW 01691 791395</td>
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Herons Rest Marina located in Llangattock on the exclusive Monmouthshire and Brecon Canal provides a perfect location to enjoy this Area of Outstanding Natural Beauty (ANOB). Blessed by a central, desirable and well maintained locality of the waterway that offers picturesque and renowned tourist location, overlooking the ‘sugar loaf’ landscape.

Hydraulics and Herons

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The Marina is idyllically situated adjacent to the Lewis family farm which is home to a number of enterprises including a flock of free range laying hens, a herd of Hereford beef cattle and a small herd of Boer goats. The Marina provides a premium mooring service for members which includes: provision of secure quality mooring facility, excellent amenities available as standard, access to the boat maintenance house and the option of brokerage.

The Lewis family applied to the Farm Diversification Scheme for funds to develop the services they offer at the Marina. By purchasing a hydraulic boat trailer they are now able to transport boats from the canal/marina into the boat maintenance house for repairs and refurbishment. This service is not currently offered by any of the other marinas on the canal. This funding through the Rural Development Plan for Wales has helped safeguard the existing jobs and create new jobs, helping to provide a sustainable future for the family farm.
About the Farm

Racquets Farm is a small family-run organic farm just across the river from Hay-on-Wye which is already sustainable and entrepreneurial in its approach. The farm is mainly arable, growing cereals and field scale vegetables on 26.5 hectares. They are in the Organic Farming Scheme using a 4 year rotation. As part of this rotation they grow fertility building crops during ‘fallow years’, then at the end of fallow periods they buy in store sheep or grass let to a neighbouring organic farmer. They let a half-acre plot to a community organisation to use as a community growing project. In addition, they manage approximately 13 acres of woodland for timber production, plus1.5 acres of orchard growing walnuts and top fruit (apples, cherries, pears, damsons), which are harvested and sold into local retail premises. All produce and processes are certified as organic via the Soil Association. Racquets Farm also provides Farmhouse Bed and Breakfast.
About the Project

To increase the income streams and viability of the farm, Ros and Geoff Garratt applied to develop the infrastructure to offer a temporary ‘green’ events venue, for alternative camping, community arts events, wedding marquees, fairs, etc. They applied to the Farm Diversification Scheme for funding to purchase compost loos (hand built by a company in Powys), grass protection matting to allow vehicular access to fields and mains water tap installation. These facilities would allow events to be held within the crop rotation of the organic farming scheme, without damaging the fields or creating permanent structures.

Outcomes

The diversification had a successful launch with the hire of fields by two ‘glamping’ companies for yurt camping accommodation during Hay Festival 2012, plus fringe events being held in a geodome marquee on site. The project has safeguarded one job and created a part-time position in events management and marketing, plus potential seasonal jobs in site and environmental management. The project has contributed to the sustainability of the farm while supporting organic agricultural practices and environmental activities.

Festival Event site on Racquets Farm.

Compost loo.

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Farm Business: Racquets Farm
Project budget: £19,140
Grant received: £9,800
Contact details:
Ros Garratt, Racquety Farm, HR3 5RS
01497 821520
www.racquetyfarm.com
Other farm diversification ideas you may not have thought of...

Lavender oil products - [www.welshlavender.com](http://www.welshlavender.com)/

Wagyu Meat – [www.iforswelshwagyu.co.uk/index.html](http://www.iforswelshwagyu.co.uk/index.html)

Activity Centres –
Redridge - [http://www.redridgecentre.co.uk](http://www.redridgecentre.co.uk)/
Llangorse - [http://www.activityuk.com](http://www.activityuk.com)/

Green Burial Site - [http://www.greenlaneburialfield.co.uk](http://www.greenlaneburialfield.co.uk)/

Apple Juice –
[http://www.welshfarmhouseapplejuice.co.uk](http://www.welshfarmhouseapplejuice.co.uk)/

Luxury Leisure Resort/Spar - [http://www.cyfiefarm.co.uk](http://www.cyfiefarm.co.uk)/

Children’s Playbarn -
[http://www.quackersnow.com](http://www.quackersnow.com/) and
[http://breconplaybarn.co.uk](http://breconplaybarn.co.uk)/

Red Kite Centre -
[http://www.redkiteswales.co.uk](http://www.redkiteswales.co.uk)/

Rural and cookery skills school

Mutton products including salami

Welsh inspired ready meals

Vineyards

Vintage Tea Rooms

Open Farm Centre

Dusk & Dawn Wildlife Watching

Segway Riding

Art Gallery

Pick/Grow Your Own Pig

Wood Fuel \ Mobile Sawmill

Venison

Falconry

Photography

Quad biking / motocross track

These websites are to give examples of further farm diversification ideas, although the scheme has worked with many of the organisations listed, we do not specifically promote or endorse their products and services over others available, they are listed purely as appropriate examples.

Further Information

**Business Wales**
business support to people starting, running and growing a business, includes information, advice and guidance delivered online, over the phone through the Business Wales Helpline, and face to face through Business Wales centres, good online business plan advice
03000 603000
[business.wales.gov.uk](http://business.wales.gov.uk)

**Farming Connect**
valuable free advice and subsidised consultancy for items such as a whole farm plan, business plans and training
01970 636565
[farmingconnect.menterabusnes.co.uk / farmingconnect](http://farmingconnect.menterabusnes.co.uk / farmingconnect)

**Finance Wales**
whether you’re starting a business, seeking expansion or looking to buy into a business they can help with finance, normally short term loans
0800 587 4140
[www.financewales.co.uk](http://www.financewales.co.uk)

**Lantra**
providing access to training, qualifications, skills and knowledge you may need
01982 552646
[http://www.lantra.co.uk](http://www.lantra.co.uk)

**Mid Wales Manufacturing Group**
representing manufacturing businesses and other sectors of all sizes and types right across Mid Wales
01686 628778
[www.mwmg.org](http://www.mwmg.org)

**Powys County Council**
help with identifying funding (including their own), plus signposting to advice and support available from other providers
01597 827460
[www.powys.gov.uk](http://www.powys.gov.uk)

**Visit Wales - Tourism Mid Wales**
the information resource for the tourism industry in Wales
01654 702653
[www.whodoiask.com/](http://www.whodoiask.com/)

**UK Government**
although England focused, an informative guide for farmers who are thinking of diversifying, with case studies
[www.gov.uk/diversifying-farming-businesses](http://www.gov.uk/diversifying-farming-businesses)

[www.powysprp.org.uk](http://www.powysprp.org.uk)