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Operational Statement

Site Name: Crouchlands Farm, Rickman's Lane, Plaistow RH14 0LE
On behalf of: Artemis Land and Agriculture Ltd
Date: February 2022

DLBP Ltd is registered in England & Wales at the above address, number 7229435.
VAT registration number 394900080.

A. INTRODUCTION

1. This Operational Statement accompanies the full planning application at Crouchlands Farm, Rickman's Lane, Plaistow RH14 0LE ('the site') for:

The regeneration of Crouchlands Farm, comprising demolition of selected buildings, extension, refurbishment and remodelling of selected buildings and the erection of new buildings to provide up to a total of 17,169 sq m (including retained / refurbished existing buildings) comprising the existing farm hub (sui generis), a rural enterprise centre (Use Classes E, C1 and F1), a rural food and retail centre (Use Class E and F1), an equestrian centre (Use Class F2 and C1) and a glamping site (Use Class E and sui generis); provision of new hardstanding, pedestrian, cycle and vehicular access, circulation and parking, landscaping including new tree planting, maintenance and improvements to the Public Rights of Way, site infrastructure and ground remodelling.

2. The above development is referred to as the 'Whole Farm Plan'. The applicant is Artemis Land and Agriculture Ltd. The entire farm within the applicant's ownership is approximately 194 ha in size, with the application site comprising 51.26 ha.
3. This Operational Statement describes the Whole Farm Plan in more detail, and sets out the uses and activities that the proposal will facilitate. In doing so, this Statement demonstrates how all of the elements of the Whole Farm Plan are intrinsically linked to one another.

B. THE WHOLE FARM PLAN

4. The Whole Farm Plan seeks to remediate and regenerate Crouchlands Farm by proposing high welfare, low impact and low intensity farming activity, mixed use rural diversification development, rural food and retail opportunities, AgriTech facilities, and the development of a range of premium leisure uses. These are to be taken forward via the five elements of the Whole Farm Plan, which are all intrinsically linked to one another and are as follows:
 - Farm Hub - a small scale, high welfare, low impact, pasture-fed, low intensity livestock operation at the north of the existing farm site, supported by approximately 2,000 sq m of refurbished agricultural buildings for over-wintering of livestock;
 - Rural Enterprise and Education Centre - the refurbished farm buildings to the south of the existing farm site would provide a range of commercial and education uses. This includes approximately 3,630 sq m use classes E and F1 together with the provision of approximately 230 sq m of live-work accommodation for students or staff who are staying at the site (use class C1);
 - Rural Food and Retail - this new building, to the south of the access road, would provide up to 1,922 sq m of retail and education space (use class E and F1), including the development of a farm shop, the West Sussex Food Hall, café and cookery school with an associated kitchen garden;
 - Equestrian Centre - this new leisure facility, also to the south of the main access road, would provide 40 livery boxes, indoor and outdoor arenas, a hay barn, circular horse walk, enclosed paddocks, a riding school and a club house covering approximately 7,788 sq m (use class F2). There will also be approximately 320 sq m of live-work accommodation for the welfare of the animals; and
 - Hardnip's Barn and glamping - this area would provide luxury and high-end custom built facilities in a serviced glamping site covering approximately 1,084 sq m (use classes sui generis and E). Hardnip's Barn will provide a restaurant space for glamping guests to relax, and will also host workshops and events such as weddings, subject to licensing.
5. Each element of the proposal has been included to facilitate uses and activities that reflect the three tenets that underpin Artemis's vision: the environment, education and enterprise. Further detail on these elements, uses and activities is provided below, to demonstrate how the elements of the Whole Farm Plan are intrinsically linked to one another.

Farm hub

6. The farm hub comprises the existing cattle barn and workshop at Crouchlands Farm, which will be refurbished to support and enhance the primary (and existing) farming use.
7. While this is the lawful use of the farm, the proposal seeks to facilitate a move towards small scale, high welfare, low impact, low intensity livestock farming activities. This is to increase the diversity and enhance the resilience of the farming enterprise, and ensure that the

farming activity has a responsible environmental footprint, but also to provide an example of best practice. Specific activities the farming will facilitate include:

- speciality farming, such as traditional and rare breed pigs foraging within woodland;
- farm trips, for other farmers to see the methods and practices undertaken;
- the Hub's agricultural visitors benefiting from having equine specialists on-site allowing for cross-sector knowledge share between farmers and agriculturalists;
- food supply to the restaurant in Hardnip's Barn as well as offering glamping visitors an interesting peek into life on a working farm;
- agricultural field work using the land as an open-air laboratory to test innovative farming techniques;
- providing produce for use in the Cookery School and for butchery, and / or for sale or consumption in the Rural Food and Retail Centre farm shop and cafe; and
- a commitment to the Countryside Stewardship Scheme, including significant planting of 25,000 m of hedgerows, and restoration of fencing around the entire farm landholding.

Rural Enterprise and Education Centre

8. The Rural Enterprise and Education Centre comprises the conversion and refurbishment of five existing farm buildings to provide a mixture of commercial and education uses. The existing 'courtyard' between the buildings will accommodate car parking with further car parking provided adjacent to the farm hub. The exact uses of the buildings are shown on the supporting plans and broken-down as:
 - building B - this building will provide a mix of office and light industrial units;
 - building C - this building will provide staff and student accommodation for those working or studying at the Farm that require overnight accommodation;
 - building D - this building will provide a mix of office and light industrial units;
 - building E - this building will provide a mix of office and light industrial units; and
 - building F - this building will accommodate the proposed AgriTech Centre, providing a mixture of education and training accommodation to support the wider 'education' objective of Artemis Land and Agriculture.
9. The office and light industrial units provide well-designed space for artisanal craftspeople, such as bakers, chefs, microbrewers, decorative ironworkers and cabinet makers local to the area or attracted to Crouchlands by its diverse and innovative approach to agricultural practice.
10. The AgriTech Centre provides a purpose-built high-tech environment for seminars, classes, innovation labs, and conferences facilitating knowledge-sharing amongst the farming community. The building will include space for conferences and lectures, as well as meeting rooms.

11. The office and light industrial units will provide accommodation for those businesses who value or prefer a rural location by virtue of their business activity. The range of accommodation also seeks to encourage smaller to medium enterprises, including younger people. The 'enterprise' aspect of the Rural Enterprise and Education Centre will therefore:
 - provide accommodation for those enterprises linked to agriculture, including those within research and development, who may require access to agricultural produce;
 - provide accommodation for those enterprises that could utilise natural materials sourced locally from Crouchlands Farm; and
 - support enterprises that might provide services associated with other elements of the Whole Farm Plan, e.g. blacksmiths and farriers to support the Equestrian Centre with much-needed high quality products such as horseshoes and tack, and food producers and craftspeople that produce goods, homeware, and tableware for the Rural Food and Retail Centre or the restaurant in Hardnips Barn.
12. The aim of the educational facilities within the Rural Enterprise Centre is to bring together scientists, farmers, and rural enterprises to investigate and share best practice as well as new and emerging technologies and farming methods. The 'education' aspect of the Rural Enterprise and Education Centre will therefore support:
 - the farming activity, by providing a basis for a sharing knowledge and information and drawing in academic and practical expertise, allowing new techniques and procedures to be trialled and adopted; and
 - courses (in topics that might also offer practical elements such as woodland management, habitat restoration and creation, or foraging) offered to students or visitors staying within the glamping accommodation.
13. The provision of overnight accommodation will also support the education aspect, by allowing for a limited number of residential courses or to support those students who may be studying farming / animal welfare e.g. veterinary students.

Rural Food and Retail Centre

14. The Rural Food and Retail Centre is provided across three buildings, comprising two new buildings and the conversion and refurbishment of an existing agricultural building arranged around a central courtyard.
15. The main building, the Rural Food and Retail Food Hall, acts as an anchor by providing a farm shop and cafe. The farm shop will showcase the best of West Sussex food and drink (grown on-site and at other local farms). The produce sold, such as meat reared on the farm and organic food and beverages, will derive value from its on-site production, low mileage, and connection to the wider Crouchlands Farm. The offer will be very much complementary to the existing produce available in the shops in the surrounding villages.

16. Seating (including outdoor seating with a play area), toilet facilities and kitchen facilities are also provided alongside the cafe. Four small retail units are also included within the Rural Food and Retail Food Hall, with a further small retail unit provided in the refurbished existing agricultural building.
17. The Rural Food and Retail Centre also includes a Cookery School, located in a new building to the west of the Rural Food and Retail Food Hall. The Cookery School contains meeting space for non-practical work, a cookery demonstration area, and ten counter units with appliances for practical learning classes covering a range of cookery and related subjects such as butchery. The building also has storage space, toilet facilities, an office, and a lounge for administration and student amenity. Outside the building, the school has car parking, compost bins and refuse, an outdoor dining terrace, and a kitchen garden that facilitates vegetable and herb planting.
18. The Rural Food and Retail Centre supports the 'enterprise' aspect of the Whole Farm Plan, by providing:
 - the opportunity to sell produce from the farming activity, and from the Rural Enterprise Centre (both food that has been processed or goods that have been made at the Farm);
 - a cafe to serve food produced on the farm, and to showcase the food available for purchase in the farm shop. The cafe and farm shop would also be available to those working or attending courses in the Rural Enterprise Centre, those staying in the glamping accommodation or using the facilities within the Equestrian Centre; and
 - retail units to support businesses that might complement other aspects of the Whole Farm Plan e.g. a specialist equestrian store to support the Equestrian Centre.
19. The Cookery School complements the above (and contributes to the 'education' aspect) by providing an opportunity for visitors, including those staying in the glamping accommodation, to learn more about food provenance and techniques such as butchery, sausage making, curing and charcuterie making. Those participating in classes at the Cookery School can then purchase food or goods for sale in the farm shop or retail units.

Equestrian Centre

20. The Equestrian Centre includes three competition standard arenas: two outdoor (80m x 50m and 60m x 30m) and one indoor. The indoor arena provides a 90m x 30m space to exercise and compete horses on site in all weathers safely, and provide sheltered riding to local residents who may wish to exercise their horse in warm, dry conditions in the event of adverse weather. The building will also provide storage for light equipment such as show jumps, arena harrows and rollers.
21. To the south of the arenas are stables for the horses and a hay barn, as well as a therapy centre for equine rehabilitation. The therapy centre will include a therapy pool, water treadmill and cold spa available for horses in the local community, on site and those in need

of short stays with veterinary referrals to offer a variety of intensive treatments not available locally, and very rarely available under one roof.

22. There is parking for equestrian event visitors as well as parking for competitors and horse trailers at the southern end of the area. Equestrians would also be able to utilise the extensive Public Rights of Way network at the Farm. Maintenance and improvements to this network form part of the Whole Farm Plan.
23. The Equestrian Centre will provide for both leisure and equestrian welfare activities, specifically supporting:
 - enterprises within the Rural Enterprise Centre and the Rural Food and Retail Centre that support / provide equestrian services as well as increased footfall from spectators watching competition events throughout the year;
 - catering for riders, competitors, and trainers facilitated by fresh produce reared on site via the Farm Hub;
 - knowledge share between large animal veterinarians and agriculturalists at the Farm Hub and the equine therapy centre, one of the few in the country;
 - data gathering useful for both agriculture students and craftspeople designing solutions to equestrian problems;
 - glamping activities as visitors can see high-quality equestrian events and introduce newcomers to the sport, increasing its visibility, or book lessons and hacks along bridlepaths in the vicinity; and
 - equestrian activities in the local area, through both providing competition-level facilities but also equine welfare facilities (for equine rehabilitation but also to support training opportunities for students).

Hardnips Barn and glamping

24. High quality glamping accommodation, centred around Hardnips Barn, is proposed to the west of the application site. Visitors arriving via car will park in the new car parking to the south of Hardnips Copse, and access the reception located in Hardnips Barn via an improved existing path through Hardnips Copse. As well as accommodating the reception, the refurbished Hardnips Barn will include a restaurant and bar for those visitors staying with the glamping accommodation.
25. The glamping accommodation itself is located to the north east and south west of Hardnips Barn. The field to the north east accommodates five luxury lodges and five underground pods for guests to stay in during their time at Crouchlands' Farm. The field to the south west accommodates five small treehouses and two wigwams, as well as five shepherd's huts. A secluded outdoor activity area is also included within this field.
26. The glamping accommodation seeks to utilise the Farm's location to offer high quality visitor accommodation for visitors to access:

- walking, cycling and equestrian routes towards the South Downs National Park or the Wey and Arun Canal;
- amusement parks including Southwater Country Park watersports, Fishers Farm Park, and Hollycombe Steam in the Country;
- historical attractions such as Cowdray Ruins (west of Crouchlands Farm) and Bignor Roman Villa (south of Crouchlands Farm);
- vineyard tours at nearby estates including Nyetimber, Ashling Park Estate, and Tinwood Estate; and
- a variety of British sporting events at Goodwood including horse racing, motorsports, golf, shooting, and flying experiences.

27. In addition to providing access to the countryside and supporting attractions in the local area, Hardnips Barn and the glamping accommodation will also:

- support activities on the farm, including woodland crafts and activities (wood turning, hurdle making, furniture making, charcoal burning);
- facilitate other activities, such as yoga and wellness activities, woodland weddings and corporate retreats;
- provide opportunities for food / goods produced (directly from the farming activity, or from the Rural Enterprise Centre) to be used in the restaurant and bar at Hardnips Barn;
- support the Rural Food and Retail Centre as visitors purchase food / goods to use within their accommodation or take home with them; and
- provide high quality visitor accommodation for those using the Cookery School and Equestrian Centre or guest speakers and visiting lecturers at the Rural Enterprise and Education Centre or Farm Hub.

ARTEMIS LAND AND AGRICULTURE
OPERATIONAL STATEMENT INTEGRATION MATRIX
PREPARED BY DLBP LTD
22/02/2022



		Uses and Activities Linked to Other Elements				
		Farm hub	Rural Enterprise and Education Centre	Rural Food and Retail Area	Equestrian Centre	Hardnip's Barn and glamping
Elements	Farm hub		The Rural Enterprise and Education Centre will draw in academic and practical expertise, allowing new techniques and procedures to be trialled and adopted at the working farm.	The Food and Retail Area creates the opportunity to sell produce from farming activity, as well as catering to farm workers on-site.	Riders, competitors, and trainers will benefit from fresh produce reared on site via the Farm Hub. Trainers and equine veterinarians will appreciate the knowledge exchange from other large animal agriculturalists and veterinarians.	Farm produce will be used in the restaurant at Hardnip's Barn. Visitors to the Farm Hub will also have the option of luxury on-site accommodation for elongated stays.
	Rural Enterprise and Education Centre	The farm hub will provide the site for field work, an open-air laboratory to test innovative farming techniques, and provides produce for processing in the Rural Enterprise and Education Centre.		The cafe and farm shop would be available to those working or attending courses in the REEC. It would also create the opportunity to sell food that has been processed or goods that have been made at the REEC.	Horses from the Equestrian Centre will provide useful data and research for both agriculture students and craftspeople designing solutions to equestrian problems. Veterinary students will also benefit from the expertise of the equine therapy centre, one of the few in the country.	Glamping facilities will provide high-quality accommodation for visiting lecturers and guest speakers.
	Rural Food and Retail Centre	The farm hub will provide produce that will be sold and / or consumed at the Rural Food and Retail Centre as well as the cookery school.	The craftspeople in residence at the Rural Enterprise and Education Centre will support the Rural Food and Retail Centre through the production of goods. Rural Enterprise and Education Centre users will also frequent the rural food and retail area for meals throughout the day.		The Equestrian Centre will pull in a vast amount of spectators for competition events, generating retail activity for the Rural Food and Retail Centre throughout the year.	Visitors will support the Rural Food and Retail Centre by purchasing food and goods to use within their accommodation or take home with them.
	Equestrian Centre	The farm hub's agricultural visitors will benefit from having equine specialists on-site allowing for cross-sector knowledge share between farmers and agriculturalists.	Craftspeople such as farriers and blacksmiths will produce much-needed high quality products such as horseshoes and tack.	The Equestrian Centre will benefit from the nutritional meals cooked on-site. The Rural Retail Area would also include a specialist equestrian store to support the Centre.		High quality accommodation is available to competitors and trainers to use when on-site. They will also be able to make use of the restaurant for sit-down meals.
	Hardnip's Barn and glamping	The farm hub will supply the restaurant in Hardnip's Barn with farm-reared produce and will offer an opportunity for glamping visitors to view a working farm. Visitors will also be able to participate in some farm activities such as wood turning, hurdle making, and charcoal burning.	Artisans and craftspeople will be able to supply both the restaurant with homeware and tableware as well as the décor within the glamping units. The Rural Enterprise and Education Centre will also provide courses (including practical elements such as bushcraft, woodland management, or foraging) to glamping guests.	The Cookery School provides an opportunity for glamping visitors to learn more about food provenance and techniques such as butchery, sausage making, curing and charcuterie making. Those participating in classes at the Cookery School can then purchase food or goods for sale in the farm shop or retail units.	The Equestrian Centre is a rare opportunity for glamping visitors to see high-quality equestrian events and introduce newcomers to the sport, increasing its visibility. Glamping visitors will also be able to book lessons and hacks along bridlepaths in the vicinity.	