



## IAgrM FARM PLANNER OF THE YEAR 2011

### Briefing Notes

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## **Briefing Notes**

**The 2011 Farm Planner of the Year competition is arranged by the Institute of Agricultural Management and supported by;**

**Farmplan Computer Systems, Farmers Weekly, Masstock and Samuel Rose with the support and cooperation of Waddesdon Estate.**

The overall aim of the Farmplanner competition remains as it has done for many years which is to promote the role of all aspects of planning in modern farm management. Clearly, in these changing times for British agriculture, there is a chance to look at new options and consider afresh old established practices.

The competition has a couple of simple rules covering the teams;

1: Each educational establishment is allowed to enter one team of no more than 7 members of which at least 2 will have attended the farm visit.

2: Each educational establishment are allowed up to 10 attendees at the farm visit.

3: Presentations can be sent in electronically or in paper form (if in paper form 4 copies will be required).

4: All questions relating to the project should be sent by email to IAgrM and not direct to the farm being used for the project.

5: All information provided about the farm being used for the study must be treated with confidence and not disclosed to any other party.

6: All organisations wishing to take part must have confirmed numbers by 15<sup>th</sup> February 2011 to the Institute of Agricultural Management.

7: Lunch will be supplied thanks to the kind support of our sponsors.

8: Waddesdon Estate is located near Aylesbury. Directions and joining instructions will be sent to organisations registering prior to the estate visit.

9: Copies of the financial information covering the enterprise will be available and can be obtained by organisations taking part from IAgrM by emailing [cooksleyandco@btconnect.com](mailto:cooksleyandco@btconnect.com)

10: The estate visit and information day will take place on Tuesday the 8<sup>th</sup> March 2011 and the programme for the day will be sent to entrants approximately 10 days prior to the estate visit.

## Waddesdon Estate - Farm Planner of the year competition 2011

### Waddesdon Estate.

- Waddesdon Estate the home of Lord and Lady Rothschild. The Estate has been in the Rothschild's ownership since 1825.
- The Estate is extends to 6,500 acres (2630 Ha) with an "in hand" farming operation of 4527 acres (1832 Ha).
- The Estate is also home to Waddesdon Manor which is a stately home attracting circa 400,000 visitors a year. This aspect of The Estate includes a Hotel, 2 Restaurants and a Plant Centre
- There are 7 enterprises on The Estate including Shoot, Private and Let Houses, Buildings Maintenance, a Stud and Forestry
- Total Estate staff numbers are 37

### Farming Vision

The owners 'Vision Statement' for the Estate runs to several pages but of specific relevance is the objective for the farms:

***Farming*** – *We believe in sustainable farming as a means to securing the farms' environmental, economic and social future by taking a long-term view.*

*We want to promote natural ecosystems. We want to invest for long-term returns over temporary gains and to carry out our farming as stewards of the environment, using our skills to develop new practices and technologies. We need to address the environmental and social impacts of our farming and to help us with this we should consult with our professional advisers and conduct regular environmental surveys. We need to set high standards and to be sensitive to the local environment and the ecosystems of the region. We need to choose a farming policy that increases yields, soil productivity and to be cautious in our use of energy, fertilizers and water. We need to protect the quality and image of our farming activities. As stewards of our farming land, we want to protect and encourage our fauna and flora and important species and their habitats. Just as with the Estate, we want the farms to be beautiful, clean and tidy. We want to be careful and cautious about our use of fertilizers, pesticides and other chemical*

*management on our farms and indeed to investigate the scope for natural crop enhancement and protection. We need to protect our soils and to improve their structure. We will be careful about our use of energy and we must look at the most energy efficient technologies as they develop. We will pursue alternative energies if they are suitable and if they do not damage the aesthetics of the area. There may be scope for co-operation with tenant farmers and indeed neighbouring farms. We will investigate "green methods" for farming. We will adopt high standards in our waste storage, handling and transport (not just on the farm but also on the Estate).*

*Lord NCJ Rothschild 2007*

### **The Assignment**

1. The arable enterprise needs to develop its strategy and cost base to cope with:
  - increased output price volatility
  - rising energy costs and fertiliser costs
  - the prospect of peak oil and peak phosphate
  - a reduction in single payment support

Present some budget scenarios for how the business might look in 2020, discuss the strategic options available and make some recommendations for future policy.

2. Behind the plant centre there are 3,500msq of redundant glasshouse. How could this be used for financial gain, furthering The Estate's social and environmental goals and extracting more value from the 400,000 or so visitors that park nearby every year.
3. The estate has 330.9 hectares of permanent pasture of which 51.5 hectares are in the parkland surrounding Waddesdon Manor. Bearing in mind there is a need to maintain control and the appearance of the parkland as it provides an important first impression to visitors, provide an assessment of the options for its profitable use and a recommendation for future policy
4. Environmental sustainability is now a common phrase in our world. What does it mean for Waddesdon, a multi faceted rural estate with a major visitor attraction and how best can some of the less obvious aspects of this be assessed and progress monitored?
5. The plethora of green energy solutions available to the market and hype surrounding them are attractive to many land owners. These have been driven by the introduction of Feed In Tariffs. Are investments into field scale technologies such as solar PV and crop fuelled AD both morally and ethically just in the UK?

### **The Farming Operation.**

The farming operation is predominantly arable orientated with the grassland fraction consisting of mostly permanent pasture, with some historic parkland. The majority of the land is grade 3/4 consisting of Evesham and Hanslope series, then at the western end of the estate the land moves to a small amount of grade 1/2 that is Aberford series.

Annual rainfall is 787mm (31.5 inches)

### **Cropping for 2010 / 2011.**

<b><u>Crop.</u></b>	<b><u>Use / Market.</u></b>	<b><u>Area. Ha</u></b>
Winter Wheat	Milling	930.90
Winter OSR	Crushing	154.90
Spring Linseed	Seed	86.00
Spring Beans	Human Consumption	140.50
Grass Leys	Forage Conservation	30.30
Permanent Grass (incl parks)	Grazing/Forage Conservation	330.90
Game Cover	Shooting	17.00
Environmental Margins	Environmental Schemes (HLS)	<u>40.00</u>
		<u>1,730.50</u>

### **Staff**

The staff includes:

1 manager  
1 foreman  
1 stockman  
2 tractor drivers/GFW  
1 mechanic  
4 x harvest help  
Part time office support

### **Livestock**

110 Simmental X Suckler cows plus followers. Stores sold off cow at 8-9 months old.

Aim is to get to 150 calving cows.

850 ewe lambs split 50/50 Suffolk and North Country Mules. Sold as Theaves separately on a private treaty basis.

## **Machinery**

1 x Case STX 480 Quad Track  
1 x Case MX310 Magnum  
1 x Case Puma 195  
1 x Case Puma 180  
1 x John Deere 6920  
2 x Manitou Telescopic Handlers  
1 x Househam Self Propelled 4000l  
1 x Class Lexion 600TT  
1 x 8m Vaderstad Drill  
1 x 4.5m Simba Solo  
1 x 6m Cousins Cultipress  
1 x Cousins 7 leg V Form CC (used to establish rape)  
1 x 12 Furrow reversible plough  
1 x Amazon variable rate fertiliser spreader  
9000 tons grain storage mostly on floor drying with stirrers

Farm is SOYL mapped for variable rate fertiliser application.

## **Environment and Conservation**

The Estate is currently in both CSS and ELS Agreements due to terminate in September 2011. However it is proposed that these will be replaced by a 10 year HLS Agreement is due to start on April 1<sup>st</sup> 2011.

Options included in this scheme are Over Winter Stubbles followed by Spring Cropping, various in field options, buffer strips and hedgerow management (various). Pond and habitat creation aimed at specific species (corn bunting) and a multitude of other options that take into account other environmental aspects of the Estate including the presence of the majority of birds on the RSPB Red List.

## **Buildings**

Currently a programme of centralisation of the farming operations is underway. At the moment the centre of farming operations is based at the farm workshops in the middle of Waddesdon village. The livestock unit and the grain stores are located elsewhere in The Estate. There are various other sites that are now surplus to requirements for the farming operation and as such these are now being redeveloped or put to other uses.

## **Other Information**

The Financial Year runs from 1<sup>st</sup> April.

The Estate was a runner up in the Silver Lapwing Environment and Conservation Awards in 2009.

The Farm Manager was 2009/10 FWAG Berks, Bucks and Oxon Environment and Conservation Farmer of the Year and was also awarded The Farmers Weekly Farm Manager of the Year for 2010/11.

The farms are ACCS and FABBL accredited.