



THE PROFESSIONAL BODY FOR THOSE  
ENGAGED IN AGRICULTURAL, RURAL &  
ENVIRONMENTAL MANAGEMENT  
[www.iagrm.org.uk](http://www.iagrm.org.uk)

# IAgrM

## FARMLANNER COMPETITION

### FARMLANNER COMPETITION

The overall aim of the Farmlanner competition is to promote the role of all aspects of farm 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.

### SUPPORTED BY



### RULES OF ENTRY

1. Each educational establishment is allowed to enter one team of no more than 5 members of which at least 2 of the team members will have attended the farm visit;
2. Each educational establishment are allowed up to 10 attendees at the farm visit;
3. Entry submissions must be submitted electronically directly to the Institute of Agricultural Management;
4. All information provided about the host farm for the study must be treated with confidence and not disclosed to any other party;
5. Copies of the financial information covering the enterprise will be available and must be treated with confidence and not disclosed to any other party;
6. All students will be expected to become Student Members of the Institute of Agricultural Management;
7. The names of all attendees (including students/ lecturers'/ others) must be submitted to the Institute of Agricultural Management 5 working days before the farm visit.



## HOST ESTATE 2020

Exton Estate is a large rural Estate located in the heart of the picturesque county of Rutland within easy reach of Oakham, Stamford, Leicester, Peterborough and Nottingham. The core of the business is centred around farming, forestry, residential properties, commercial properties as well as venues for events and weddings with marquee receptions.

## FARMLANNER QUESTIONS 2020

### 1. Labour

Given that within the next 5 years all the current staff will have retired and their knowledge of the farm, its land and associated services will be lost;

What new labour system should be put in place?

### 2. Farming System

As a change in labour and associated skills will be taking place;

What arable and livestock systems should be considered?

### 3. Redundant Buildings

The current grain store and farm yard which is located within the village will shortly be redundant as a new grain store at a different location is being built.

What development should be considered for the redundant farm yard and buildings?

### 4. Woodland

The farm has a sizable woodland area which whilst it hosts a shoot is not used for any other activity;

What other diversification opportunities could be considered?

## GUIDANCE TO STUDENTS

The attached criteria are provided to help you appreciate what the judges are looking for when shortlisting finalists for the IAgRM Farmplanner Competition.

When your tutors submit the report, they will tell the Institute what type of course you are studying. This means that when assessing the report, the judges can take account of what would be reasonable for students on different courses.

Selection is a combination of points and each question has the same level of importance (weighting).

You will see that to get the higher mark (to the right of the table) for each question your submission needs to show that you have taken some account of the wider policy and market environment, and in answering the question you are linking the response to other aspects of the business and the answers to other questions.

We encourage you to think about the questions and the criteria so that on the day of the farm visit you can ask questions to clarify point of detail that you are unsure about.

## FINAL JUDGING

Once shortlisted, students will be assessed against the above criteria and:

- The clarity of their presentation
- Demonstrating a detailed understanding of their proposals. All students need to be able to answer any question (not stating that they did not do that bit of the work)
- The groups ability to answer questions to give the judges confidence in the validity and reliability of the recommendations
- Evidence of innovation and creativity throughout the presentation and subsequent discussion



	1. Labour Given that within the next 5 years all the current staff will have retired and their knowledge of the farm, its land and associated services will be lost. What new labour system should be put in place?	2. Farming System As a change in labour and associated skills will be taking place; What arable and livestock systems should be considered?	3. Redundant Buildings The current grain store and farm yard which is located within the village will shortly be redundant as a new grain store at a different location is being built. What development should be considered for the redundant farm yard and buildings?	4. Woodland The farm has a sizable woodland area which whilst it hosts a shoot is not used for any other activity; What other diversification opportunities could be considered?
1	Inappropriate anecdotal discussion without reaching a sound conclusion.	The arable and livestock solution is to address the internal change of labour question, taking no account of either external environment or the personal goals of the owners.	Inappropriate anecdotal discussion without reaching a sound conclusion.	Inappropriate anecdotal discussion without reaching a sound conclusion
2	A new labour system is suggested, but without context or reference to the farming system or the skill sets/CPD activity.	The arable and livestock solution has passing reference to market and policy drivers, but is primarily focussed on production and performance driven by the resource not the external demand.	Recommendations are made, but lacking much/any evidence of market analysis	Recommendations are made, but lacking much/any evidence of market research
3	Evidence of innovation and creativity applied to this part of the competition. An evaluation of different possible solutions is shown to provide a justification that the recommended solution is the most appropriate for this farm business.	The arable and livestock solution is clearly driven from a clear understanding of the market and policy environment going forward. Not derived from the change in labour situation.	Suggestion based on generic market developments and trends. Not backed by analysis of market opportunity in the context of this business and this business location	Generic consideration of woodland based farm diversification
4	A labour solution is proposed that does relate to the proposed farming system. Includes thoughts on how to identify the appropriate people to deliver the solution, (be they employees or some other supply arrangement).	A sustainable farming solution is provided, driven by the requirements of the market place, including the policy maker market place. Builds on identified SWOT.	Recommendations made that are appropriate and refer to external market conditions. The solution is discussed in the context of integration with and consequences for the core farming business.	Recommendations made that are appropriate and refer to external market conditions. The solution is discussed in the context of integration with and consequences for the core farming business.
5	A good solution to the future labour requirements is proposed, taking account of the external market environment; the sustainability of the farming system and the skills competencies and CPD activities suited to the professional operated farm business. System should take account of the owners' vision for the business going forward.	Previous plus the solution includes discussion of implementation of the system and promotes appropriate KPIs. System should take account of the owners' vision for the business going forward.	A well-developed evaluation of diversification opportunity; has research that is bespoke and directly related to this core farming business and the identified goals / aspirations of the owners while having an understanding of local constraints and issues.	Based on bespoke evaluation of market opportunity related to this specific farm situation and taking account of the owners vision for the business going forward.

# FARM VISIT PROGRAMME

THURSDAY 6TH FEBRUARY 2020

TIME	PROGRAMME
11.00	<b>Introductions and briefing</b> Tim Brigstocke - IAgrM Harry Campden, Exton Estate Emma Watson, Gasson Associates Representative from Farmplan Computer Systems
11.30	<b>Estate Visit</b>
13.00	<b>Lunch</b>
14.00	<b>Question time</b>
15.00	<b>Summary of the day</b>

## ENTRY FORM

**CLOSING DATE FOR ENTRIES: Monday 20th January 2020**

Return by email to [enquiries@iagrm.org.uk](mailto:enquiries@iagrm.org.uk) or

by post to **IAgrM Portbury House, Sheepway, Portbury, Bristol, BS20 7TE**

Name of Educational Establishment

Name of Primary Contact

Email address of Primary Contact

Contact telephone number of Primary Contact

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