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PROPOSED CONVERSION OF  
OUTBUILDING AT  
BLAEN CWM LLAWENOG,  
LLANARMON DYFFYN CERIOG.

**DESIGN ACCESS & CONSERVATION  
STATEMENT.**

1. Introduction.

This statement has been produced to accompany applications for Planning Permission and Listed Buildings Consent on behalf of the owners, Messrs. Glyn and Gethin Jones of Cwm y Geifr, Llanarmon. It is proposed to renovate and alter the building for use as a sheepdog training centre, as an element of farm diversification. The adjacent field would be used to demonstrate and practice sheepdog handling.

The purpose of this document is to show the process that has led up to the proposal, to explain and justify it in a structured way, and to describe the proposed works in sufficient detail to enable consents to be granted. It should be read in conjunction with the following drawings:

| <i>Drg. no.</i> | <i>amendment</i> | <i>title</i>                   | <i>size</i> |
|-----------------|------------------|--------------------------------|-------------|
| 1285/01         |                  | Floor Plans, As Existing.      | A3          |
| 1285/02         |                  | N & W Elevations, As Existing. | A3          |
| 1285/03         |                  | S & E Elevations, As Existing. | A3          |
| 1285/10         | B                | Location & Block Plans.        | A3          |
| 1285/11         |                  | Floor Plans, As Proposed.      | A3          |
| 1285/12         |                  | N & W Elevations, As Proposed. | A3          |
| 1285/13         |                  | S & E Elevations, As Proposed. | A3          |
| 1285/14         |                  | Door & Window Schedule.        | A3          |
| 1285/15         |                  | Window Details.                | A3          |

2. Description of the Building.

Blaen Cwm Llawenog is a traditional Welsh farmstead located on a south-facing slope at the head of a valley under Cadair Bronwen. The farmhouse is Grade II Listed, and at an altitude of 410m is probably the highest dwelling anywhere in the Berwyns. After being empty for many years, it is currently

under renovation as a permanent dwelling for Mr. Gethin Jones who plans to continue with sheep farming on the surrounding land. (see consents ref. P/2009/0451, P/2009/0452, P/2009/0475, and P/2010/0143).

A range of agricultural buildings are attached to the farmhouse, and there are various detached outbuildings, all of which are assumed to be curtilage buildings subject to listed building controls. The present proposal relates to the detached cart-shed, seen to the left of the house in the photo below:



The building comprises two open cart bays accessed through elliptical brick arches, with a hayloft above accessed by external steps against the gable end. The third bay is separated by a brick cross-wall, and contains a ground floor room which might have been a workshop or tack room, and an upper room whose purpose and means of access is unknown.

The external walls are of 450 thick local stone rubble masonry in lime mortar, including many white quartz boulders. Cement render and a coping of red engineering bricks have been added to the west wall, presumably to improve resistance to prevailing winds down the valley. The internal wall is of yellow bricks, 225 thick up to first floor level and 112 thick above; the arches are of matching bricks. The roof is of slates on rafters, purlins, and a raised-tie truss, all of softwood. The floor joists are also softwood, supported on a cross-beam of multiple timbers bolted together. All floorboarding has gone, but some of the softwood door and window frames survive.

The brickwork and the machine-sawn timbers probably indicate a late 19<sup>th</sup> or early 20<sup>th</sup> century date.



The building is now unused and in a dangerous condition. It is of considerable interest and character, if not of special historic significance, and forms an important element of a group of traditional hill farm buildings. Any proposal which saves it for the future should be welcome, especially a scheme which benefits the local farming community.

### 3. Background to the Present Proposals.

For some time the owners have wished to use this building as a base for running courses in sheepdog handling, with potential for a range of other outdoor activities, as part of their farm diversification strategy. The opportunity has now arisen at short notice to apply for grant assistance to achieve this.

There was been insufficient time for preliminary consultations to take place before submitting the planning and listed building consent applications on 29.1.10 (ref. P/2010/0075 and 0076), and the site has been inaccessible due to poor weather; the photos below were taken in blizzard conditions with snowdrifts over 1m deep around the building. When considering the applications, the Planning Officer made a number of requests for further information, including:

- Further details of the proposed use.

- Ecological report.

- Detail drawings of windows and doors.

- Site plan showing surface treatments and parking arrangements.

- Traffic generation.

- Impact on surrounding land forming part of the Berwyn Mountains Special Area of Conservation.

In addition, it was determined that the field which is to become dual- use for grazing and sheepdog training would require planning permission for change of use.

This amended Statement has been prepared to accompany a new planning application which includes the field, superceding application P/2010/0075 which is now withdrawn. The new application is only for sheepdog courses, and does not seek permission to use the building for other activities – the applicants are not in a position to define what opportunities may arise for other activities, and in the absence of a clear definition concerns have been expressed about potential adverse ecological and traffic effects.

Listed Building Consent application P/2010/0076 remains to be determined, taking into account the relevant additional information which has now been provided.

#### 4. Proposed Use.

The Marketing Plan [Appendix A] describes the applicants' intentions for the business, their assessment of the demand for such courses, and their unrivalled qualifications for running them.

It is anticipated that during the summer months there would usually be two courses per month, each lasting up to five days. Each would normally have six participants, but a maximum of ten. Most of these would require accommodation locally, generating around 50 additional person-nights per month for hotels, bed-and-breakfast, and self-catering businesses in the area. Winter courses are likely to involve a succession of Sunday visits by more local people.

#### 5. Design Issues.

The requirement is to provide rooms suitable for teaching and training sessions and discussions, serviced by toilets and a kitchen. The brief was to achieve this as simply as possible with minimal alteration to the building and to a low budget, which coincides with the conservation philosophy of altering the original fabric as little as possible. However it is essential that repairs are carried out using appropriate materials and workmanship, which in some cases may be more difficult or expensive than modern methods. Where new elements need to be introduced, it is considered appropriate to keep them plain and functional, and of an industrial rather than domestic style.

It has been decided not to use the external steps, as making them safe and providing a handrail would be difficult, and the change in their appearance could be contentious. This means that an internal staircase will have to be protected by fire doors, since an alternative exit from the upper rooms is not available.



It is proposed that the cart-shed and the hayloft are kept as uninterrupted open spaces, and that the staircase, toilets, and kitchen are located in the smaller room.

Additional daylighting is required in the upper rooms, because the hayloft door openings are close to floor level. It is proposed to insert sections of patent glazing into the south-facing roof slope, in preference to forming new openings through gable walls or using domestic-style rooflights.

#### 6. Structural appraisal.

Parts of the building are in a very poor structural condition, and are likely to collapse soon if not repaired and stabilised.

The arches to the cart-shed openings are elliptical and produce large horizontal thrust forces at the springing. The left-hand arch is close to the corner of the building, so there is insufficient buttressing to resist this force; therefore the gable wall has been pushed outwards and the arch has spread and dropped. It is now supported by temporary props. The arch and the masonry above it must be taken down and rebuilt, incorporating tie rods or stainless steel bed-joint reinforcement to carry tensile loads and avoid renewed spreading.



At the opposite (south-west) corner, part of the roof (including a section of purlin), and part of the south wall, have collapsed; this leaves the gable wall un-buttressed and unstable.





Elsewhere some lintels have failed, and masonry at reveals has collapsed locally.



There may be some differential settlement, particularly at the west gable, but the foundations should be re-assessed when the snow has melted.

It has not been possible to safely examine the remaining roof timbers. They have suffered from decay locally where water has entered, but give the

impression of being reasonably sound elsewhere. However the purlins are undersized and are likely to require strengthening by fixing steel angles or channels alongside. The truss is also inadequate; it is of undersized softwood, and relies entirely on bolted connections between the raised tie beam and the principle rafters. The lower parts of the principle rafters have bowed under the imposed bending stresses, and pushed the top of the wall outwards. It is proposed to add steel plates to strengthen the truss without losing its character.



The first floor joists and cross-beam over the cart-shed are generally sound but may need strengthening. The side walls have moved apart (presumably due to thrust from the roof truss) so the floor beam is partly dislodged from its bearing on the pier between the arches; it is proposed to fabricate a steel shoe to solve this problem. In the smaller room, the first floor has been removed and will need complete replacement.



Despite these structural issues, the building is capable of being repaired and converted without major losses of the original fabric or character.

#### 7. Details of proposed work.

This section is intended to amplify the items of work in section 3 of the application for Listed Building Consent.

##### 1. Walls

- 1.1. Provide temporary propping as required, carefully take down failed arch and stonework above it, and rebuild re-using original materials with stainless steel reinforcement, details to follow.
- 1.2. Elsewhere repair damaged or missing masonry. Replacement lintels are to be of oak on the external face where visible, and prestressed concrete elsewhere.
- 1.3. Repoint where necessary, extent to be agreed. All work to be carried out using lime mortar with no cement, a small sample to be approved before proceeding.
- 1.4. Tank parts of east gable wall, to prevent penetrating damp from external steps.
- 1.5. Fit insulated dry lining to all external walls.
- 1.6. Form three new openings through internal brick wall.
- 1.7. Repair or repoint brick wall as required – to remain exposed, except for plasterboard-on-dabs in kitchen.

##### 2. Roof

- 2.1. Strip existing slates etc.
- 2.2. Repair rafters, purlins, truss, etc., details to follow.
- 2.3. Relay slates, with new battens, permeable underlay, insulation, etc.
- 2.4. Repair or replace fascia boards and rainwater goods.
- 2.5. Reinstate brick coping to west gable, with damp course and stainless steel cramps, details to follow.
- 2.6. Insert new patent glazing, with lead flashings.
- 2.7. Fit new sloping ceilings of plasterboard and skim.

##### 3. Ground floor;

- 3.1. Excavate as required, and lay new concrete floor with insulation and dpm. Include edge thickening in cart-shed openings.
- 3.2. Details of floor finishes to follow.

##### 4. First floor and stairs;

- 4.1. Assess and repair or strengthen existing first floor beam and joists over cart-shed.
- 4.2. Insert new floor joists over lobby and toilets, including trimmers to stairwell.
- 4.3. Lay new floorboarding throughout.
- 4.4. Construct new softwood staircase with handrails and balustrade.
- 4.5. Provide new ceilings of plasterboard and skim.

5. Windows & Doors.

- 5.1. Remove remaining sections of original door and window frames.
- 5.2. Fit new external boarded door and frame D1, with glazed panel.
- 5.3. Fit new windows W2, W11, W12, and W14; softwood frames, direct-glazed (non-opening).
- 5.4. Fit new window W6; as above but bottom-hinged inward-opening casement, obscured glass.
- 5.5. Fit new glazed screens W3 and W4 to arched openings, set back at inside face of wall; direct-glazed as above, but with one bottom-hinged inward-opening casement to W3.
- 5.6. Fit new glazed entrance screen D5; as above but with fully-double-glazed door and one bottom-hinged inward-opening casement.
- 5.7. Fit fully-double-glazed external door and frame D13 (access to steps - to be kept locked shut).
- 5.8. Patent glazing W19 and W20 – see above.
- 5.9. Fit internal 30 min fire doors and frames D7, D16, D18, and serving hatch shutter D17, flush ply finish.
- 5.10. Fit internal doors and frames D8 D9 and D10, flush ply finish.
- 5.11. Generally doors and windows to be stained a dark colour to be agreed.

6. Partitions and fittings.

- 6.1. Form new partitions where indicated, of plasterboard and 75 x 50 studwork.
- 6.2. Fit window boards, plain chamfered skirtings and architraves, pipe boxings, etc. where required.
- 6.3. Install kitchen cupboards, worktops, appliances, etc.

7. Electrical Installation.

- 7.1. Strip out all existing electrical cables and fittings.
- 7.2. Fit new electrical installation throughout, including a fire alarm system, emergency lights, extract fans to comply with Building Regulations, low-energy lighting, power sockets, etc.
- 7.3. No holes or chases are to be made in the original fabric of the building without prior approval in writing. Where possible, cable runs are to be concealed behind new finishes. Surface-mounted fittings and ducts may be required in some areas.
- 7.4. The installation is to be certified by a suitably-qualified electrician.

8. Plumbing and heating Installations.

- 8.1. Provide new private water supply from existing supply to farmhouse, with filter and treatment as required.
- 8.2. Fit new plumbing and heating installation throughout, including sanitaryware, oil-fired boiler, external oil tank, radiators, soil waste and vent pipes.
- 8.3. No holes or chases are to be made in the original fabric of the building without prior approval in writing. Where possible, pipe runs are to be concealed behind new finishes.
- 8.4. The installation is to be certified by a suitably-qualified person.

## 9. Drainage.

- 9.1. Lay new foul drain to existing septic tank serving farmhouse.
- 9.2. Lay new stormwater drains from downpipes to new soakaway.

## 10. Access deck and ramp.

- 10.1. Build new timber ramp and platform with handrails, to give step-free access to entrance door D5.

## 8. Accessibility.

The location has unavoidable access constraints, and can only be reached by means of a long un-made track.

For visitors of restricted mobility, vehicles can be parked close to the building and the entrance to the building will be on the south side through door D5, reached by a 1 in 12 ramp and platform 1.2m wide. Both D5 and alternative exit D1 will have level thresholds.

Ground floor internal circulation is designed for full accessibility in accordance with Building Regulations, together with one of the toilets. The first floor will only be accessible by staircase, as it would be unreasonable to provide ramps or lifts in this situation, but food from the kitchen can be served in the ground floor activity room as well as the first floor one.

In all areas switches will be located at suitable heights, and contrasting colours will be provided to aid partially-sighted people.

## 9. Environmental Sustainability.

Bringing a disused building back into use is a particularly productive use of resources; the alternative would be to let it collapse, and construct equivalent new facilities elsewhere, with far greater use of materials and embodied energy.

Existing materials and components will be retained or reused wherever it is reasonably possible, for example masonry repairs will use existing stones from the site, old timbers will be re-used where possible, and selected demolition rubble will be used as hardcore fill. Where new materials are required, efforts will be made to obtain them from sustainable sources; for example FSC-certified timber. Old timber which is unfit for re-use will be used as heating fuel in the farmhouse.

The scheme includes provision of high levels of thermal insulation to the whole external envelope, to comply with or exceed the levels required by Building Regulations.

The building is only expected to see intermittent usage, so basic conventional services are proposed, and it is assumed that heating will be provided by a high-efficiency condensing oil boiler. The insulation will be on the inside face

of the walls and roof, giving low effective thermal mass and leading to the quick response times which are appropriate to a building not occupied continuously.

The low hot water consumption would not justify solar panels. There is significant scope for micro-hydro generation nearby, and the owner intends to pursue this shortly as a separate project – viability may be determined by the electricity cables down the valley which have a limited capacity to export power, but excess generating capacity could be used for electrical space- and water-heating as a more sustainable option than an oil boiler.

A private local water supply is the only viable option, and is also the most sustainable. Similarly, the only viable option for sewage treatment is a septic tank, again the most sustainable option available, with ample space available for a soakaway without affecting watercourses.

The proposal involves no additional land take, and will have minimal impact on the ecology of its surroundings.

#### 10. Ecological Issues.

The ecologists' report [Appendix B] concludes that the proposed development would not disturb or affect the conservation status of bats, but recommends precautions to ensure that no bats are harmed, and no nesting birds are disturbed.

Visitors and their dogs will normally only use the building and the adjacent improved pasture land. The surrounding moorland which is designated as a Special Area of Conservation will be unaffected by them.

#### 11. Character.

A guiding principle has been to minimise any change in the character of the building and its surroundings. No extensions are proposed, and little additional hard or soft landscaping is considered necessary or appropriate. In terms of the character of the countryside, this proposal should be fully supported. The Council should be making every effort to encourage the next generation of hill farmers to establish themselves and diversify, in order keep economically-sustainable rural communities and continue local traditions.

#### 12. Community Safety.

The farmstead is located at the head of a valley, with no public roads or footpaths nearby. The only vehicular access passes through other farms, so there is ample surveillance and strangers cannot approach un-noticed!

#### 13. Movements to, from and within the development.

The track leading to the farmstead is accessible by car, cycle, or on foot although the cattle grid needs to be rebuilt. It is 6km from the community of

Llanarmon DC, which has a school, a bus service, two hostelryes, a church, and other services.

Visitors will be encouraged to share vehicles, and will often be groups of friends in any case, so there should only be two to four additional vehicles per day up the narrow lanes leading to the site. The sheep will be on site anyway, and will not require any additional transporting.

H.M.B.Thomas  
23.4.10.

**APPENDIX A.**

# **MARKETING PLAN**

## **CWM BORDER COLLIES** **SHEEPDOG TRAINING** **CENTRE**



**GLYN, LYNNE & GETHIN JONES**

AT  
BLAEN CWM  
LLANARMON D.C.

### **Proposed Enterprise**

A farm diversification establishing a Sheepdog Training Centre in Llanarmon Dyffryn Ceiriog. Installation of a training centre, self contained with office, kitchen, toilet facilities and conference facilities at Blaen Cwm, Llanarmon D.C.

Courses Provided:

- Individual training courses
- Group training clinics
- Judging seminars
- Sheepdog trials for novice and the more experienced

Glyn is renowned not only in Wales but internationally for his ability to work, train and breed sheepdogs. He has represented Wales on numerous occasions and also judged and held training clinics both at home and abroad. The demand for both training and judging is still very high within the United Kingdom as handlers are held in the greatest esteem worldwide and clinics are sought after. Working alongside Glyn is his son Gethin who has also achieved the highest level of handling having also represented Wales at the International Sheepdog Trials on three occasions and reaching the final of the World Trial in 2008.

### **Existing Enterprise Review**

There are two farm enterprises run by the family. The first farm is Cwm y Geifr a 625 acre farm high up in the Berwyn Mountain range and this is a partnership involving Glyn and his wife Lynne. In 2006 Glyn and Gethin made the very brave move of buying the farm Blaen Cwm also in the Berwyn range extending to approximately 1600 acres and this is where the training clinic would be based. Llanarmon D.C. is a small village of approximately 220 inhabitants, which though small boasts two hotels with AA and RAC stars recommendations, various holiday cottages and three high quality commercial shoots in the surrounding countryside.

Cwm y Geifr is an organic working sheep farm running approximately 800 breeding ewes lambing in April, fattened on the farm and sold mostly to Oswestry market. The farm is in a Tir Gofal agreement.

Blaen Cwm is also organic and within a Tir Gofal agreement and runs approximately 1100 breeding ewes.

### **Resources**

Gethin and Glyn are looking to running the clinic as a joint enterprise with Glyn undertaking the major role of trainer. The demand for clinics is overwhelming and they are looking to promote the training clinic to a wider audience through publicity and the internet.

Various options have been looked at, but the most feasible option available to the family is to set up a dedicated training centre, with the provision of training rooms

and basic facilities. It is proposed that this should be in Blaen Cwm located away from the main farmyard so as not to intrude on core agricultural activities due to Health and Safety issues especially in the use of heavy machinery.

The field viewed from the training centre makes ideal training facilities for the basic and intermediate levels of sheepdog training and handling.

Glyn will be the front line person and has already attained his certificate in Instructional Techniques through Lantra and basic first aid skills. Gethin will also be an invaluable asset to the enterprise having competed at a very high level at such a young age. Lynne and their eldest son Elgan (who attained a degree in Computer Science at Aberystwyth in 2007 and at present works at Llysfasi Agricultural College) have the necessary skills between them for advancing and maintaining the business and increasing advertising for the training centre. For the enterprise to realise its full potential it is now essential for purpose built facilities to be made available to suit the demands necessary to provide a professional and dedicated training centre.

### **Location**

Blaen Cwm is situated in idyllic Welsh mountainous countryside which is breathtakingly beautiful. The road networks to Llanarmon D.C. are of a good standard only 12 miles off the A5 and 14 miles off the A483 trunk road which makes it very accessible to Liverpool, Manchester and Birmingham airports and cities.

The training centre would be situated in a derelict Cart Shed within the periphery of Blaen Cwm farmhouse which is a grade II listed building. It is envisaged that the facilities will include disabled and abled bodies toilets on the ground floor along with a large meeting room with veranda and viewing platform for attendees. The upper floor will be divided into a kitchen area and another large room incorporating a small office.

Equipment required for the enterprise will be:

Externally

- Sheep hurdles
- Sheep handling facilities
- Sheep pens

Internally

- Whiteboard for use with power point presentations
- Flipchart
- Small fitted kitchen with basic catering equipment, crockery etc
- Toilet facilities

### **Market Research**

The level of demand has surprised Glyn. Having visited the continent on several occasions as both a judge and trainer he has received several expressions of interest and therefore this has generated even more demand. Most handlers will be travelling to the centre so therefore it is essential to have excellent facilities available for use

and with excellent hotels and self catering cottages in the area this has an added attraction for handlers wishing to attend with family members and turning their stay into a holiday incorporating training.

The United Kingdom is known for its sheepdogs. Wales is the home to many competition winners at International Levels and at present Wales boasts two of the three world champion and a Welsh man has won the International Sheepdog Trials for the last two years. Glyn himself was Welsh Team Captain in 2008 and in that year the Welsh Team won the much coveted team championship. The International Sheepdog Society (ISDS) was founded in 1906 with the intention of stimulating interest in the shepherd and his calling and to secure the better management of stock by improving the shepherd's dog. Now over 100 years on the ISDS has over 5000 members worldwide and the countries include Australia, New Zealand, South Africa and the Falklands amongst many others. Each year sees increasing numbers from overseas attending the Home Nationals and the International Trials. They come, not only to see the finest dogs in competition and to learn from their handlers, but also to assess the dogs' ability for their own requirements back home. This obviously opens up a new business in the selling of trained sheepdogs and puppies. The United Kingdom is very much the "kennel of the world" as far as the working sheepdog is concerned.

There has been tremendous upsurge of interest and following in the sport of sheepdog trialling, enhanced no doubt by the success of television programmes such as One Man and His Dog and the annual filming of trials shown on Horse and Country TV. This in turn has created a need for trainers and clinics from handlers in European countries and America who travel from abroad to train, compete and buy sheepdogs from the United Kingdom. It is noticeable in the sheepdog sales that are held locally in Bala and Llanfyllin annually that buyers are now being attracted from all over the world.

### **Customers**

It is envisaged that customers will come from various avenues:

- Small holders/hobby farmers who want to learn to train a dog for their own use, with very little or no previous experience.
- Enthusiasts, who earn their income away from rural activities, but have a great passion and interest in trialling.
- Sheep farmers who want to increase their knowledge base.
- Europeans and Americans who are experienced but have keen interest in improving their knowledge – a 2/3 day package with the opportunity to train and trial in local competitions
- Dog owners who are looking to improve the agility and obedience of their dog.

### **Competition**

Ewephoria – located in Corwen on the A5 approximately 30 miles away. Aled Owen is a fellow sheepdog enthusiast who has developed a visitor centre and tourist attraction with various different types of demonstrations.

Aled and Glyn have worked together over the years very closely and Aled is aware of the development at Blaen Cwm and is very supportive of it as he feels there is plenty of demand for the training and they are looking at ways they can work together to add value to both enterprises.

Pembrokeshire Sheepdogs – 4 hours away near St. Davids. They run residential sheepdog training course similar provision to what is proposed at Blaen Cwm except the accommodation will be provided locally off farm. This is run by a reputable trainer but not as well known within the trialling world as Glyn and Gethin.

### **Marketing Mix:**

#### **Product**

A centre which will offer specialised training courses for working sheepdogs and their owners. Glyn Jones experienced sheepdog handler will be the instructor delivering courses at various different levels.

6 session courses – held on a weekly basis for a period of 6 weeks. Maximum 6 trainees teaching. Attendees training together as a group with demonstrations by all supervised and under the instruction of Glyn at three levels.

- Basic
- Intermediate
- Advanced

Day Course – on the following specific topics, run in groups of maximum of 6 trainees on the following topics:

- Penning
- Shedding
- Outwork

All of the above can be run individually if desired but it is felt that trainees can gain so much from each other learning from watching, discussing and the interaction between others as they receive individual instruction. If a group of more than 6 were to book then Gethin would assist.

#### **Judging Seminars**

Judging seminars to bring together judges from all levels to motivate, encourage and share experiences. Demonstrations will be via video using the converted facilities so that the course attendees can share their views and benchmark the scores. Glyn has a personal commitment to the judging seminars as he feels it would be of great support to new and developing judges who may lack experience and confidence in themselves, so setting up a knowledge sharing event would be of great benefit to the individual judges but also so the growth of sheepdog trialling and the development of Welsh judges in an international basis.

## **Trials**

Small trials for novice handler who have never experienced a sheepdog trial course to overcome some of the fears of first time competitors.

## **Place**

Situated in the heart of the Ceiriog Valley, the unspoilt countryside with craggy mountains and fantastic scenery. On good road networks only 14 miles off the A483 trunk road and the A5. Birmingham, Manchester and Liverpool airports are within 2 hours travelling distance and Gobowen and Wrexham train stations are just half an hour away.

## **Price**

| <b>Course</b>          | <b>Price per Head</b> | <b>Attendees</b>       |
|------------------------|-----------------------|------------------------|
| 6 Weekly Course        | £30 per person        | Minimum 4 – Maximum 6  |
| Day Course – Topic     | £40 per person        | Minimum 4 – Maximum 6  |
| One off Tutor Sessions | £30 per hour          |                        |
| Judging Seminar        | £30 per person        | Minimum 8              |
| Trials                 | £25 per trial         | Maximum 10 competitors |

NB: The above prices do not include lunch but it is anticipated that lunches will be offered at £5.00 per head. Accommodation can be sourced locally at a cost of between £25 per person - £80 per person. Kennelling can be provided for attending dogs on farm at £5.00 per night.

## **Promotion**

There is a website currently under construction to advertise the training centre. ISDS have their own magazine which reaches all members worldwide and advertising will be taken out in this bi-monthly magazine.

Other options:

- Gwlad monthly publication (use for a one off promotion)
- Country Smallholder
- Borders magazine
- Farmers Guardian

Business cards and flyers would be left in places of local interest i.e. farm supply shops, vets and pet food retailers.

It would be envisaged that the Jones family would aim to get as much free press as possible to raise the profile of the business.

## SWOT Analysis

| Strengths                                                                                                                                                                                                                                                                                                                                           | Weaknesses                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Knowledge and experience of staff</li><li>• Location</li><li>• Reputation in the sheepdog world</li><li>• Time – increase in staff involvement in core business</li><li>• Computer knowledge</li><li>• Already delivered some training courses</li><li>• Owner occupier</li><li>• Motivated staff</li></ul> | <ul style="list-style-type: none"><li>• Investment</li><li>• Outside interference</li></ul>                   |
| Opportunities                                                                                                                                                                                                                                                                                                                                       | Threats                                                                                                       |
| <ul style="list-style-type: none"><li>• Development of a centre of excellence</li><li>• Work with ISDS to develop the judging seminars on an international scale</li><li>• Work with accommodation supplies within locality and sell longer training breaks</li><li>• Hospitality/corporate events</li></ul>                                        | <ul style="list-style-type: none"><li>• Foot and mouth disease</li><li>• Interest rate fluctuations</li></ul> |

## **Monitoring and Evaluation**

“A comment” book will be available at reception for general comments and all training courses and events will have evaluation forms which will be monitored by the Jones family.

A separate accounts system will be in place and external advice sourced regularly to ensure maximum focus for the business. Monthly partner meetings will be held to maintain the direction and focus of the venture.

Both the marketing and business plan will be constantly revised and adjusted accordingly when new opportunities or threats arise.

## **Feasibility Summary**

Blaen Cwm can incorporate this type of diversified enterprise with very little impact on the agricultural and environmental status of the farm.

The expertise of both Glyn and Gethin ensures success with training.

Expertise of Lynne and Elgan ensures the smooth running of the business paperwork.

Elgan’s computer and marketing skills enables the business to benefit from good practical advice.

Local amenities enables the community to benefit from holiday lets and therefore bringing valuable revenue into the rural economy.

Good road networks to the area ensure easy access from airports, motorways and train stations.

An opportunity for Blaen Cwm to further implement environmental schemes. Expressions of interest from potential customers prove there is an excellent business opportunity.

**Sample of Parties Having Shown Expressions of Interest**

Carl Magnus Magnusson, Sweden  
Hans Jurgen Werbke, Germany  
Claudio & Susan Woodard, Italy  
Tony Ottersen, Denmark  
Claire Burson, United States of America  
Rob Mather, New Zealand  
Gerda Luypaers, Belgium  
Gisela Norrman, Germany  
Roger Fransen, Belgium  
Carol Mullen, Canada

**Sample of Local Hotels, Self Catering Cottages and Bed and Breakfast**

The Hand Hotel, Llanarmon D.C.  
The West Arms Hotel, Llanarmon D.C.  
Ty Gwyn Holiday Cottage, Llanarmon D.C.  
Berwyn Barns, Llanarmon D.C.  
Cysgod y Berwyn, Llanarmon D.C.  
Maengwynedd Log Cabins, Maengwynedd, Llanrhaeadr  
Craignant Lodge Bed and Breakfast, Selattyn  
Pontfadog Post Office, Pontfadog  
Fron Frys Bed and Breakfast, Glyn Ceiriog