

CROUCHLAND Whole Farm Plan



Our Whole Farm Plan is focused on a wide-ranging rural diversification and regeneration of Crouchland Farm embracing *enterprise, environment and education*.

The plan includes high welfare, low impact and low intensity farming activity, mixed use rural diversification development, rural food and retail opportunities, AgriTech facilities, a range of leisure and tourism uses and the gradual development of a range of housing, including a large country house.

At the centre of this strategy is the link between agricultural uses and a variety of employment space, and affordable accommodation, breaking down the barriers to entry into rural employment and accommodation for younger people.

This will be allied to an ecology and environmental programme to improve biodiversity and continue the clean-up and restoration across the site.

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The regeneration of the farm will be an exemplar of sustainable rural diversification, using local building materials, generating much of its own energy requirements, recycling grey water, managing waste on site, and providing homes and jobs for local people within a thriving rural economy.

The diversification plans will be respectful of the beautiful landscape, the Ancient Woodland, and the rich and diverse ecology of the site, with the aim of generating ecological gain and giving members of the public access to enjoy and learn from the complex eco-system that is Crouchland Farm.

The plans are being developed in discussion with the Coast to Capital Local Enterprise Partnership, in the context of the Gatwick 360 Strategic Economic Plan and the emerging Local Industrial Strategy.

There are also discussions underway to collaborate/partner with Brinsbury College, part of the Chichester College Group, for the provision of land-based work experience and apprenticeships and subsequent employment and rural enterprise opportunities.

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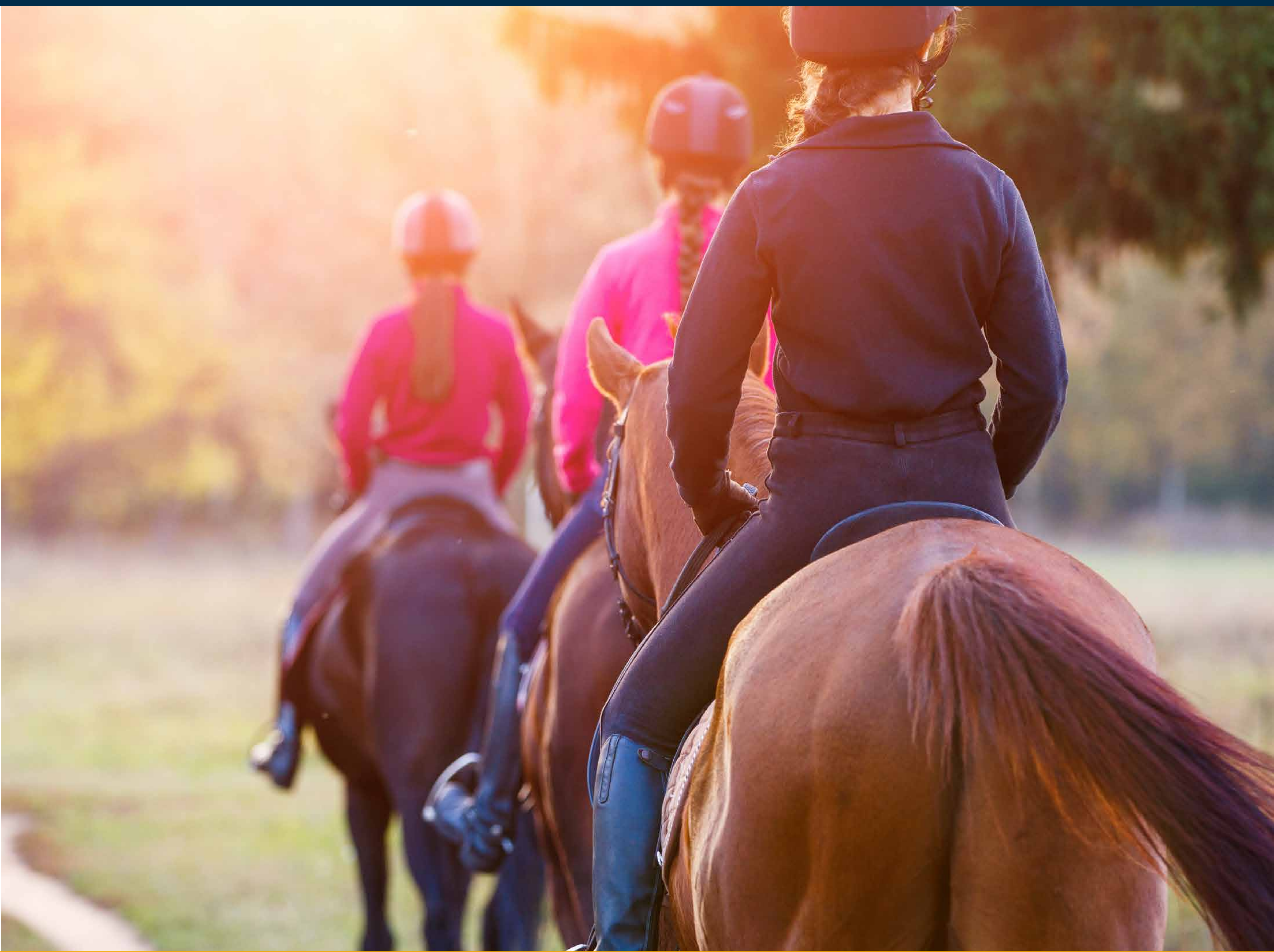
ENTERPRISE

Our purpose is to bring forward plans for the long term development and operation of rurally-orientated and environmentally sustainable small-scale business enterprises, which will improve the use of the site and provide sound employment opportunities.

Artemis' proposals include high welfare, low impact and low intensity farming and premium food production, including hydroponics, and mixed-use rural diversification development such as, rural food and retail opportunities and the development of a range of leisure and tourism uses.



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EQUESTRIAN

Our proposals include the building of a competition level Equestrian Centre which would be open to members of the public to come to train.

The Equestrian Centre will comprise a riding school and clubhouse, purpose built stables with up to 40 livery boxes, indoor and outdoor arenas, and a range of other outdoor facilities.

These facilities may also include gallops and a cross country course. There is also the potential to create 'horse walks' to enhance the current network of bridleways.



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RESIDENTIAL

The plan includes the development of a range of homes to the north of the farm as an extension to Plaistow village. This would be a low density development of approximately 20 houses set in open space close to all village amenities.

Our plans will be consistent with the Local Neighbourhood Plan. Every aspect of the resources that the new homes will require in terms of utilities infrastructure, transport, schooling and doctors' surgeries will be considered in every detail and the local community will be fully consulted at every stage of the planning process.

As with every other part of our plan, we seek the consultation, engagement and support of the local community.



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LEISURE & TOURISM

A key element of the diversification strategy for Crouchland Farm is the development of an attractive rural leisure and tourism offering that harnesses the beauty of the landscape by providing a range of leisure pursuits, high end glamping and luxury lodges and a strong food and drink facility.

In addition to the proposed Equestrian Centre, the proposed range of leisure pursuits include: woodland weddings, woodland walks, woodland craft courses and workshops, butchery and cookery courses, ecology walks and outdoor adventure.

Integral to our rural leisure and tourism offer will be the redevelopment of Hardnips Barn into a reception, restaurant and bar serving the high-end glamping and luxury lodges. The restaurant would offer up to 60 covers and could also serve as a venue for woodland wedding receptions, all tied into a 'glamping' accommodation offer - such as bell tents, yurts, shepherds' huts, tree houses, ecopods.



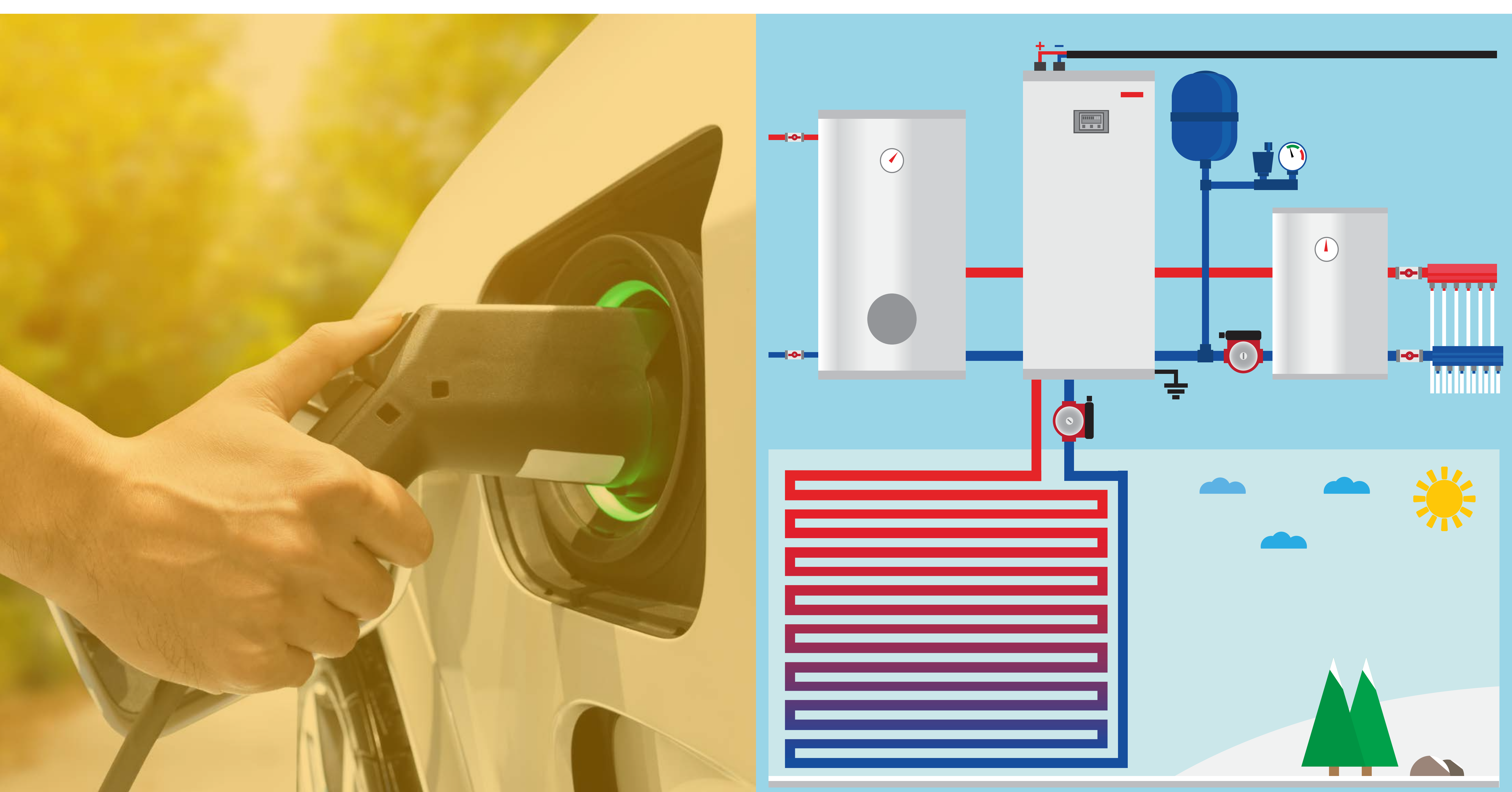
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RENEWABLE ENERGY

The production of renewable energy is integral to the future operations on the Crouchland site, generating environmentally sustainable electricity to power the operations across the site.

The focus will be on energy efficiency, minimising energy consumption and maximising on site renewable energy production through the installation of solar photovoltaics, ground source heat pumps, the adoption of a sustainable energy methodology and the integration of low and zero carbon (LZC) energy sources.



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FARMING & FOOD

Artemis intends to resume farming, including a series of small scale sustainable high welfare, low impact, low intensity pasture fed livestock operations. The focus of the farming will be on high quality, high welfare premium food production.

We will promote operations that are in balance with the land and the environment and are endorsed by the Pasture Fed Livestock Association and LEAF, Linking Environment And Farming (<https://leafuk.org>).



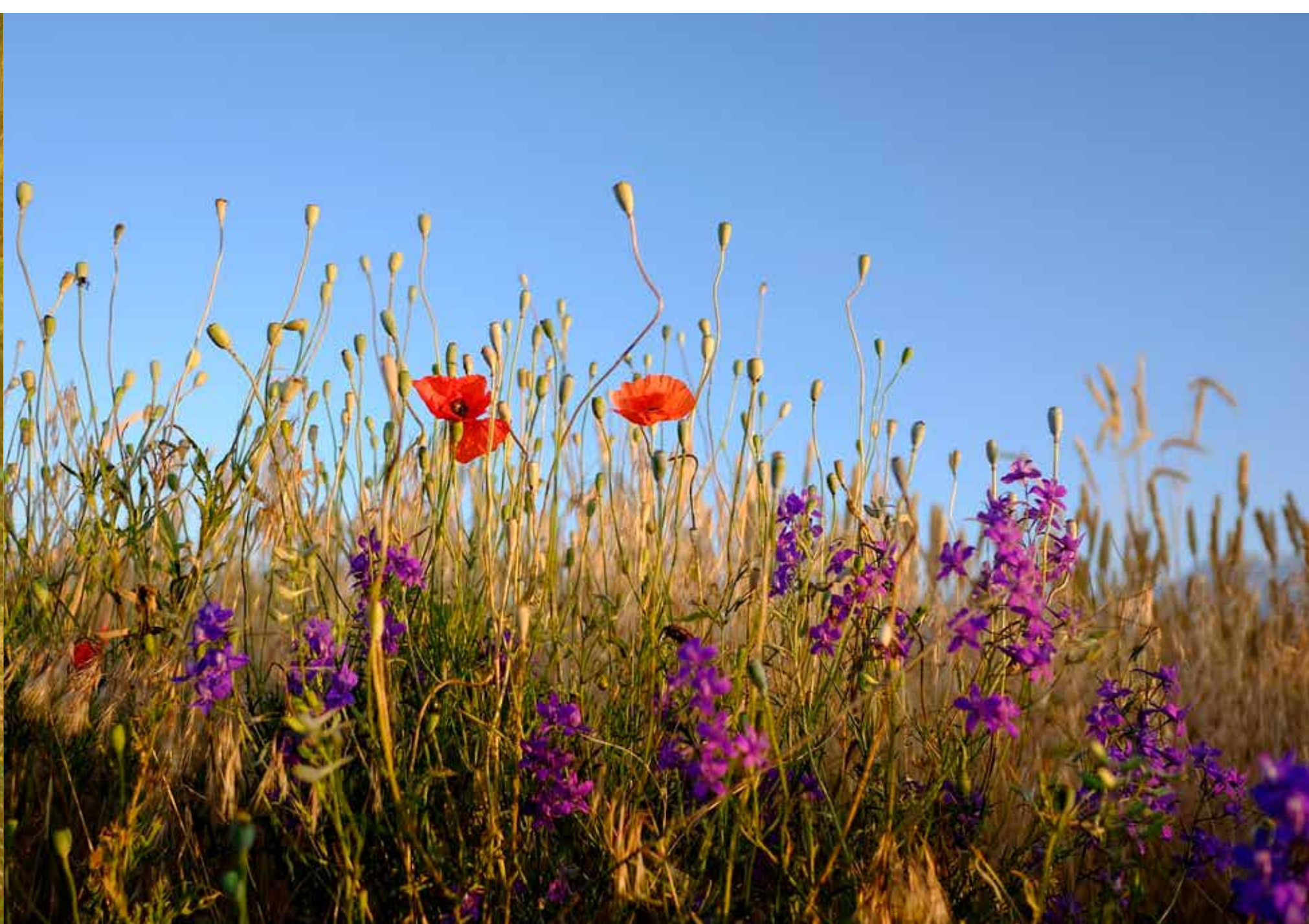
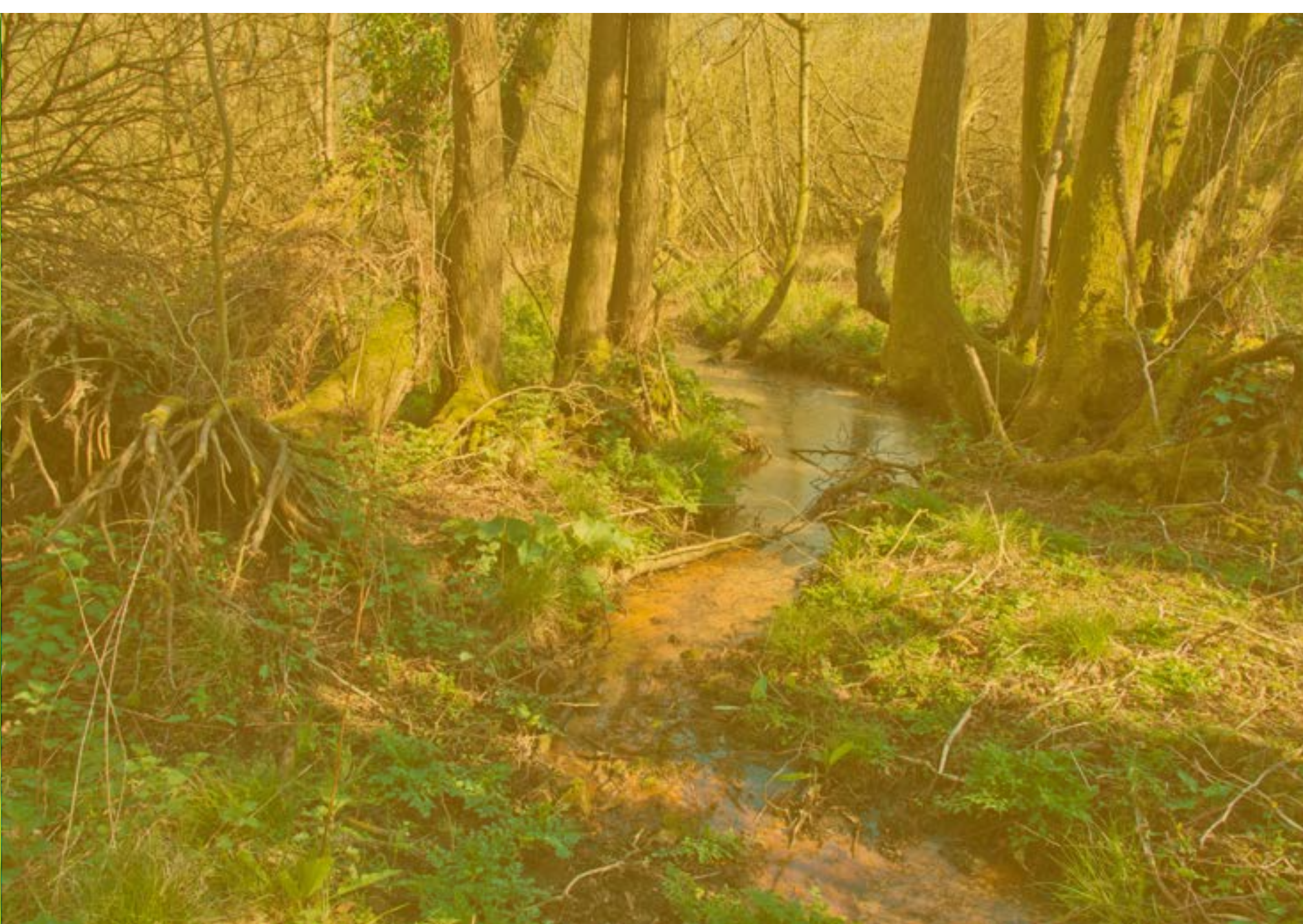
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ENVIRONMENT & ECOLOGY

Environment and ecology are at the core of our regeneration plans for the farm, and integral to our agriculture, leisure and tourism and education proposals. We intend the regeneration to be an exemplar of genuinely sustainable rural diversification.

Artemis has commissioned The Ecology Coop to develop the bio-diversity enhancement strategy for the farm, which includes the retention and protection of existing priority habitats and the establishment of new areas of high-value habitats across Crouchland Farm through the creation of species-rich wildflower meadows, ponds, and native tree/shrub planting including the strengthening of existing woodland edges through structural boundary planting.



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EDUCATION

Included in our proposals is a Visitor Centre to encourage farm visits and a wider understanding of agriculture and the surrounding habitat and ecology.

There is Ancient Woodland located across the site and the site is rich in ecological interest. The proposals seek to utilise this opportunity for the provision of a wide range of educational activities and rural craft courses.

We are also proposing to provide opportunities for training, apprenticeships, lifelong learning and routes into work, in collaboration with Brinsbury College, part of the Chichester College Group, and the Coast to Capital Local Enterprise Partnership.

