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To whom it may concern

## FREE STRATEGIC BUSINESS ADVICE FOR FARMERS & LAND MANAGERS

I am writing to provide you with information about the FREE strategic business advice service, funded by Defra Future Farming Resilience Fund, (FFRF) that we at DJM Consulting are offering to farmers/land managers.

We are keen to help everybody and would particularly like to speak to more of what we term the “hard to reach” – those in remote locations, without internet or phones and have limited social circle. It is often these isolated farmers who advisors come across and who need the help but are not made aware of its availability. Therefore, I include further information below which we initially share with farmers, and I can also enclose our digital leaflet. I would be most grateful if you could distribute these to your contacts. If you would like printed ones to distribute, please do let me know.

### Free Strategic Business Advice

DJM Consulting (DJMC) are delivering up to 2 days of free business advice, per farmer, in the form of 1 to 1 strategic on farm meetings, funded by Defra Future Farming Resilience Fund, (FFRF).

FFRF is designed to provide free business support to farmers and land managers during the ongoing period of change to direct payments, including:

- understand the changes that are happening i.e. removal of BPS
- identify how, what and when they may need to adapt their business
- access tailored support/advice to adapt

### What can DJMC do for you under FFRF?

This service is what DJMC do on a day-to-day basis and normally charge for – under this scheme farmers and land managers get it for free and we tailor the advice to meet their need. Examples of advice that we provide to farmers include:

#### Setting Strategy

Strategy and business:

- Business review – a look at the accounts (identify strengths and weaknesses – areas of opportunity)
- A strategic review – where to go with your business in next 5, 10, 15 years
- Ideas from a fresh face – a new/different perspective
- Identifying potential diversification opportunities

#### Management & Development

Business management:

- Can we identify how you can do things better?
- Business plan assistance
- Setting up a structure to implement your ideas/plan
- Joint venture initiatives e.g. Share Farming, Contract Farming Agreements, Contracts for Service

## Land & Asset Enhancement

Making more of your property and assets and long-term planning:

- Can you add value to your land and assets?
- Identifying potential development opportunities, including conversion of buildings to houses
- Planning permissions – what can you get, what permissions do you need and what is the easiest way to get them?
- Tax planning – Inheritance Tax and Capital Gains Tax
- Succession discussions, including tenancy successions e.g. are the potential successors eligible and do they understand the process?

## Green Money

Exploring green money opportunities:

- Should you have a solar park (with batteries)?
- Should you have some solar on the roof with the new grant?
- Is there money to be had from Natural Capital?
- Should you sell your carbon?
- Biodiversity Net Gain?

## Land & Environment Schemes

Introducing and entering new schemes:

- Understanding the new schemes e.g. Sustainable Farming Incentive (SFI), Countryside Stewardship Mid-Tier, Landscape Recovery
- Working out a practical solution for how schemes can work on the ground – making it work for you
- How to get a grant - new buildings, reservoirs and equipment
- Grants update

## Conflict Avoidance & Advice

Avoiding potential conflict and making the business more resilient:

- Are your documents fit for purpose e.g. partnership agreements, tenancies, grazing licences
- What legal documents should you have in place e.g. for a farm partner in a house owned by others
- Hosting a meeting with all family members
- Making a plan before conflict arises

### What is the catch?/Why are Defra funding it? Who is eligible?

There is no catch! In England there has been support for farmers since the 1947 Agricultural Act – this ended on 31<sup>st</sup> December 2023 with Defra removing agricultural support (BPS). Defra want to, and be seen to, provide support to farmers during this dramatic period of change. The eligibility requirements are; the farmer/land manager must be in England and in receipt of delinked payments (BPS) or be a Higher Level Stewardship claimant, with a Single Business Identifier (SBI) number.

### What should you do?

Sign up now to receive this free service as the funding is only available for delivery until February 2025, even if they do not want to take the free advice now. All you need to register is your Single Business Identifier (SBI) number and basic business information. Register with us at:

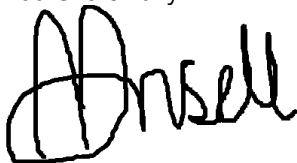
<http://www.theruralbusiness.co.uk/register-for-free-advice.php>

or contact Lisa Simpson at our office on 01746 714089, [djmc@theruralbusiness.co.uk](mailto:djmc@theruralbusiness.co.uk).

If you have any questions, please ask me.

Thank you.

Yours faithfully



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