

Tendering For Land in a Business Environment - A Practical Guide

By Andrew Troughton BSc (Hons) MRICS FAAV



Introduction

- Types of tender
- Role of a land agent
- How to prepare the tender
- James & Lister Lea (Landlord's Agent)
- Gloucestershire County Council (Landlord's Agent)
- Carver Knowles (Tenant's Agent!)
- Farming (Owner, tenant and share farming)
- Glamping (Marketing and Gofor)





Introduction

- Types of tender
- Role of a land agent
- How to prepare the tender
- James Lister Lea (Landlord's Agent)
- Gloucestershire County Council (Landlord's Agent)
- Carver Knowles (Tenant's Agent!)
- Farming (Owner, tenant and share farming)
- Glamping (Marketing and Gofor)





COTSWOLD GLAMPING

[HOME](#) [OUR FARM](#) [WHAT'S ON OFFER](#) [PRICES & AVAILABILITY](#) [BLOG](#) [CONTACT](#)

All the fun of sleeping under canvas without the hard work - Exclusive camping holidays in the beautiful Gloucestershire countryside



Types of Tender

- FBT or contract/share farming
- Short or long term
- Rent focused or other agenda
[Landlord's aims and objectives]



The Role of a Land Agent

- Assist and talk through the application
- Check financials (reality and sensitivity)
- Research details/inside info
- Technical details (T's improvements, PP etc.)
- Advise on rent level
- Polish and proof read



The 15 Minute Business Plan

- You have 15 minutes to decide your plan
- This forms the basis of the tender
- Ideas better from farmer not land agent
- But land agent gets your key messages
- Helps ensure the whole application works



Before you begin

1. Remember your audience.
2. Look at past financial records (accounts and bank statements).
3. Consider who should be involved?
4. Don't look at old tenders or business plans, they will be a distraction.
5. Read the letting details before you start.
6. Don't forget to take 15 minutes.



Your 15 minutes start now:

1. The Opportunity

- Briefly detail the proposal and why this provides you with an opportunity.
- Is there anything unique that you bring to the tender?
- Talk about a vision for the business/property.



2. Your Background

- How did you get into farming?
- What sectors have you work in?
- What relevant experience do you have?

[Note: Add education, training, experience and existing farm details etc. later in a CV]



3. The Proposal

- Summarise what you would do on the property?
- Does this utilise all the property assets (Houses/buildings/land)?
- Think what you would do if you owned it.



4. Business Enterprises (Budgets)

- Summarise each proposed enterprise.
- Say why you have chosen each enterprise i.e. best use of resources/experience/rotation etc.
- Comment of possible outputs yields, markets for stock.



5. Strengths & Weaknesses

- List strengths first (so what are you good at or what areas do you enjoy most).
- Then outline weaknesses and threats and think about how you overcome them.
- A strength is good, but a weakness turned into a strength is better.

[Note: Even if this is not included in the final submission, it prepares you for likely questions.]



6. Finance

- What is your current net worth? (All assets vs. all liabilities)
- What is your current financial state? i.e. recent accounts, current bank balance, etc.
- What funds are needed to take on the tender property?
- Where will these funds come from?



7. Other Issues

- Consider environmental benefits or enhancements you can bring?
- What improvements would you like to make?
- Any grants or other funding opportunities?



Relax & Review

Landlords will like proposals that:

- Stack up in terms of financials, labour, rotation and rent.
- Use the property well, i.e. make use of all parts of the property and don't discard any part.
- Seem achievable, but stand out.
- Show you have adequate skills and finance.
- Fit in with their objectives.



Summary

- It's your business and your application.
- The best ideas will be yours.
- Use the same model with overdraft and loan applications, rent reviews, new farm enterprises.
- Get the right amount of help to add value.

