

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)









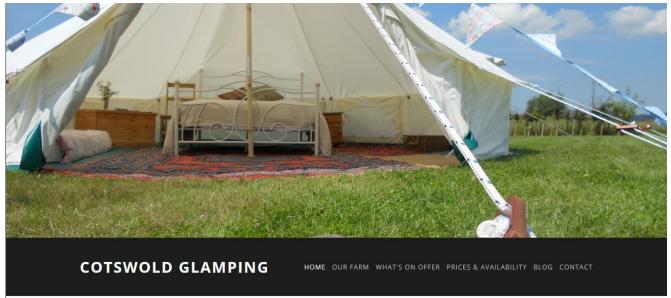


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All the fun of sleeping under canvas without the hard work - Exclusive camping holidays in the beautiful Gloucestershire countryside





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.

