

Excerpts from the Operations Plan for Breach Farm Brewing Ltd on Haydown Farm

Mission Statement

Produce world class beer for the purpose of bringing people together, supporting the community, and promoting a healthy lifestyle, and to champion craft beer through education, exposure, and experience.

Size and Scope

BFB Ltd is purposely small-scale, focusing on quality over quantity. Each beer is hand made using the best natural ingredients, locally sourced whenever possible. Brewing on an extremely small scale is expensive and requires us to educate and sell directly to the consumer. On this small scale selling to pubs and restaurants would not be practical or profitable. We will also brew for weddings and events.

Community

Another guiding principle is to work with the community to support various causes and local charities and be welcoming for all. We will continue to participate in local events (Amport-Monxton Village Fete, and Jazz in the Garden in Upper Clatford) and support local charities. Part of the brewery building will be set up as a small tasting area and some of that space (< 6m x 6m) will be available for community use when not in use by the brewery. The brewery and tasting area will have disabled access and the farm's toilet block will have a WC for disabled use.

We will work hard to be good neighbours and to instill in staff and guests a culture of giving back and protecting what we have. Good neighbour signage will be on site and in brewery promotional materials. An example of our cultural messaging would be: **Please help us be good neighbours and keep this farm beautiful. Always leave quietly. If you drive, drive slowly. Please clean up after yourself and your neighbour by picking up any litter you may find. Thank you!**

Leisure, Health and Wellbeing

"... support the promotion of a healthy lifestyle... including the promotion of walking and cycling."

Our mission statement was designed with a rural location in mind. Haydown Farm, surrounded by small villages and with footpaths and rights of way converging on site, is an ideal home. Walkers from Amport, East Cholderton, and parts of Quarley can reach the farm in under 10 minutes. Those from Monxton, Thrupton, Weyhill, and Kimpton are only slightly further by foot and under 10 minutes cycling.

Our guests will be encouraged to walk, hike, or cycle to the farm and everyone will be welcome to use the brewery as a starting or finishing point, or just a convenient stop. There will be casual seating, securable bike storage, and hiking maps showing 5K and 10K loops will be on display. BFB Ltd would support a weekly meet-up for runners and walkers and offer a form of green credit for those who leave cars at home and walk or cycle to the brewery.

The tasting area will be dog friendly and BFB Ltd is happy to contribute to the maintenance of local footpaths.

Protect, Conserve, and Enhance the Landscape Character of the Farm and Village

The area of the farm in front of the brewery and adjacent to the main footpath is being beautified. In addition to site cleanup, the building will get roof repairs, new doors, and fresh paint to match other buildings on the Farm. The area in front of the brewery will have new landscaping to include grass, trees

and flowers, and the main farm track up to the brewery is being repaired/re-graded to be more cycle and pram friendly. For those who choose to drive parking will be available to the rear of the grain store out of sight to the brewery and main footpath and sound protected by berms and hedgerows. There will be parking for blue badge holders.

Employment Site in the Countryside

Breach Farm Brewing Ltd will be a local employment site. The initial operation will have one full-time and possibly one part-time worker. When operating at capacity the brewery could require two full-time and up to four part-time workers.

Education and Learning

Part of our mission statement is “to champion craft beer through education, exposure, and experience.” Brewery tours would offer an introduction to the equipment and process of making craft beer. Guided tastings would educate guests on beer styles, ingredients, and food pairing. The brew-day experience would be a hands-on dive into professional, small-batch brewing. BFB Ltd will also support the brewing community, (home and craft brewers), by providing a place for guild meetings and help with continuing education.

Operational Plans

It is desired that the brewery and tasting room open four days each week. Proposed hours are Thursday 4-8pm, Friday 4-9pm, Saturday Noon – 9pm, and Sunday 1-6pm. We would like to have the flexibility to change days of the week as we seek the ideal days of operation. In the event we changed to another weekday the hours would be the same (4-8pm). When brewing at capacity, which is anticipated in 18-24 months, we may wish to expand to a 5-day schedule using the same hours.

Supply of alcohol Standard days and timings

Off the Premises (only)

- Mon thru Fri 1100 – 1600
- Sat 1100 – 1200

Both On and Off the Premises

- Thurs 1600 - 2000
- Fri 1600 – 2100
- Sat 1200 – 2100
- Sun 1300 - 1800

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We anticipate starting slowly and taking time for the business to develop. Selling our product requires an educated/informed customer. For that reason, we must take every opportunity to tell our story and sell our product. Tasting room hours are important, as are any 'chance' opportunities to speak to customers. For that reason, we will welcome anyone walking by and popping in while the brewery is manned for standard operations. (1100 – 1600 Mon – Fri and 1100 – 1200 Sat.)

There are no requests for special events or seasonal variations.