

Cheriton Woods Ltd

Firewood and Timber Business Plan

2018

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Attachments:

Financial forecasts

Appendix 1-	Exempt under S43
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Mission Statement

Establish a sustainable business to manage Cheriton Woods. Transforming low grade neglected land into a thriving environment, simultaneously, benefiting nature and society through the development of its natural resources.

Executive Summary

Cheriton Woods is broadleaf woodland suffering from neglect, typical of many small woodlands across Wales. Where operational challenges and short-term returns have been prohibitive to long-term management. The woodland has been grazed by trespassing livestock from the surrounding Common land and had no active management for generations. While the woodlands hold a reasonable stock of mature trees the cycles of regeneration is almost non-existent. For the woodlands to survive the threat of neglect, Ash dieback and collapse it requires active and passionate management. The new landowner has the vision to nurture and transform this unmanaged woodland into a thriving environment, which supports nature and long term economic sustainability.

The business objective is simply to enable the woodlands to be managed for future generations to benefit. Sustainability and economic stability are the focus over short-term profits. Through the management of the woods and sustainable business local jobs will be created while enhancing bio diversity and future security of natural raw materials.

	March 2019	March 2020	March 2021
Total jobs created	Exempt under S43	Exempt under S43	Exempt under S43
Turnover	Exempt under S43	Exempt under S43	Exempt under S43
Profit (Loss) pre - tax	Exempt under S43	Exempt under S43	Exempt under S43
Net cash balance	Exempt under S43	Exempt under S43	Exempt under S43
	Exempt under S43	Exempt under S43	Exempt under S43

The Management Team

Cheriton Woods Ltd will be managed by the landowner; Scott Blytt Jordens. He is passionate for making sustainable business with natural resources.

Over the last 15 years he has directly worked with Native timber as a wood craftsman producing craft, furniture, home interiors, public sculptures and timber framed buildings. This has predominantly been manifest in his successful business, Dragonfly Creations, which was established over ten years ago.

Exempt under S43.

Since Cheriton Woods Ltd inception, it has had and continues to have close support and advice from Coed Cymru in developing its management plans and strategies for the woodland.

The Product & Processes

Product 1-Firewood

[Exempt under S43]. (Loose load, split and seasoned hardwood).

Target the [Exempt under S43]

The firewood will be a primary product from woodland thinning, Ash that has succumb to disease and selective felling.

Firewood will be priced at [Exempt under S43] as found in market research.

The main selling features will be [Exempt under S43].

Product 2-Air dry sawn timber.

Sawn from specially selected mature trees, primarily Ash, Cherry, Sycamore and Sweet Chestnut.

Average price of seasoned & sawn timber:

Ash [Exempt under S43]

Cherry [Exempt under S43]

Sycamore [Exempt under S43]

Sweet Chestnut [Exempt under S43]

A variety of hardwoods sawn to a range of thicknesses that will suit a wide market demand primarily made of [Exempt under S43].

Up to half the output of planked timber is provisionally pre sold [Exempt under S43].

The main selling features will be [Exempt under S43].

Price point is chosen at [Exempt under S43] as identified in market research.

Objectives Plan / Timetable of Delivery (3Year)

<p>Set -Up Phase</p>	<p>Register Companies House & HMRC</p> <p>Establish correspondence email & address</p> <p>Establish Bank account</p> <p>Integrate affiliate groups and networks NRW, Coed Cymru, Council, RPW, Commoners Association, Small Woods.</p> <p>Establish access rights and routes</p> <p>Fund raise for business</p> <p>Obtain felling licenses</p> <p>Seek planning permissions necessary</p> <p>Commence tendering process for contractors</p>
<p>Year 1</p>	<p>Develop site infrastructure -access & extraction tracks -work yard -barn & storage facility -connect services i.e. water & electric</p> <p>Buy capital machinery to extract & process timber</p> <p>Recruit staff for extracting / processing timber</p>

	<p>Harvest timber during dormant season</p> <p>Re-stock woodlands</p>	
Year 2	<p>Process raw materials</p> <p>Stack and store timber to season</p> <p>1st promotional campaign to targeted market to generate pre sales interest.</p> <p>Harvest timber during dormant season</p> <p>Re-stock woodlands</p> <p>2nd promotional campaign to targeted market to generate sales interest.</p>	
Year 3	<p>Process raw materials</p> <p>Stack and store timber to season</p> <p>3rd promotional campaign to targeted market to generate sales interest.</p> <p>Start sales of seasoned firewood and sawn timber.</p> <p>Harvest timber during dormant season</p> <p>Re-stock woodlands</p>	

Market Research Summary

Research methods used:

- Direct consumer research in local area.
- Identified local competition to identify prices, availability and quality.
- Internet research for national market and trends
- Internet research for national pallet distributed competition.
- Guidance from NRW, Coed Cymru.
- Information gleaned from acquaintances that have been in similar trade but are now entering retirement.
- Exploited fifteen years personal experience in related industry.

Market research summary of results for Firewood.

[Exempt under S43]

Market Research summary results for Sawn Timber.

[Exempt under S43]

Marketing Strategy

Brand the products to selected market [Exempt under S43].

Firewood Marketing Strategy

Price- [Exempt under S43].

Product- [Exempt under S43]

Place- [Exempt under S43]

Promotion- flyers, website, word of mouth.

Sawn Timber Marketing Strategy

Price-[Exempt under S43]

Product - [Exempt under S43]

Place- [Exempt under S43]

Promotion – word of mouth, website, [Exempt under S43]

Marketing Schedule

- Create photo/ film library of products and processes.
- Create website
- Create logo / brand, letter heading, stationary and flyers.
- Over 2 years: distribute flyers and notices to targeted local consumers and place notices in local pubs, halls, social hubs etc.
- List sawn timber online
- Create and exploit customer database.

SWOT Analysis

Strengths

- [Exempt under S43]
- Environmental and sustainable business and product.
- Management has good experience and network of consumers.
- Passionate management to drive business.
- Renewable, self-sufficient product for future.
- [Exempt under S43]
- [Exempt under S43]
- [Exempt under S43]
- Half of sawn timber output pre-purchased by [Exempt under S43]

Weaknesses:

- [Exempt under S43]
- Limited range of existing tree species available.
- [Exempt under S43]
- [Exempt under S43]

Opportunities:

- [Exempt under S43]
- [Exempt under S43]
- [Exempt under S43]
- [Exempt under S43]

Threats:

- Demand falls
- Competition develops
- Tree disease and global warming challenges.
- Imports