

NEW BUILDING AT BREEZY KNEES NURSERIES  
TO PROVIDE OFFICE, TOILETS, SALES AREA AND CAFÉ  
APPLICANTS SUPPORTING STATEMENT

This application is designed to provide improvements in a number of key areas for our business.

OFFICE

Our current office basically comprises of a desk in the staff restroom/eating area. It is not big enough to house our nursery computer system, file records, keep our plant labelling system or have any private/confidential area for management. Consequently all our nursery records and computers are presently at our home, and we are unable to let staff do any routine office jobs.

A new office would:

1. Allow our nursery computer and plant labelling system to be kept onsite making updating our plant database, keeping stock records and producing labels for sale plants much more efficient.
2. Give us space to be able to store and file paperwork etc.
3. Allow our second computer system, which is used for producing labels for the stockbeds, and its associated engraving machine, to be kept, and used, onsite.
4. Provide a more secure building for keeping computers and cash takings.
5. Provide the ability to have a confidential facility for data storage and meetings etc.
6. Give us the right environment to introduce a new computerised EPOS sales and stock control system which our current rudimentary facilities do not. Our business has grown to the point where this is now vital to providing better plant production and sales data, thus improving stock control and highlighting plant losses/failures during production and consequently allowing us to optimise production levels of all plants and also identify those lines which require improvements in their care. Overall this would greatly improve efficiency in our production and thereby increase profit margins.
7. Allow us to let staff do much of the office work, so enabling us to concentrate on more managerial duties.

CUSTOMER TOILETS

Presently we have one toilet in a 6ft x 4ft shed inside the barn without any ensuite handwashing facilities, which are only available in the kitchen sink in the adjoining staffroom. Disabled access is not possible.

A new toilet area would:

1. Provide better toilet facilities for customers.
2. Provide handwash facilities within the toilet area.
3. Have a dedicated disabled toilet.

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SALES AREA

Our present sales area is a table and till in the corner of the barn and is totally unsuitable for any EPOS sales equipment.

A new dedicated sales area as part of the proposed new building would:

1. Look more professional than the current area.
2. Provide a more secure area for keeping electronic cash handling equipment.

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3. Be able to house the EPOS till which would need to be connected to the associated computer in the new office.

#### CAFE

Our business plan has been, and will continue to be, the synergy of the nursery and the opening of our stockbed area to customers, this being our niche in a very competitive market. Indeed, over the last two years since allowing customers to visit the stockbeds there has been a very substantial increase in nursery sales, directly attributable to the stockbed opening.

Typically a customer will spend one and a half to two hours in the stockbed area and then between half and one hour in the nursery. As most customers like some kind of refreshment over such a long period, being able to provide this facility would help encourage them to remain onsite and thus increase purchases. As an indication of the level of demand our most frequently asked question is not about plants but whether we have a cafe, a facility already provided by most other similar local businesses (Vertigrow, Deans, Farmers Cart, Balloon Tree etc).

As a result of this demand we are currently providing a very basic service from an onsite catering trailer. A fully fledged cafe, giving a fuller service, would both encourage existing customers to stay onsite longer and as well as new ones to visit us.

#### EMPLOYMENT

Based on the turnover increase of the last 2 years we expect, subject to the approval of this application, the increase in sales over the next 2 years to provide employment for 1 extra FTE gardener and 2 extra FTE nursery persons. Additionally, 3 new seasonal cafe staff positions would be created for 6 months per year.

#### TRAFFIC CONSIDERATIONS

1. An analysis of daily vehicular visits during the 2009 opening period is attached, from which it can be seen current levels are low. Clearly there is still plenty of capacity to allow for any increase due to this application.
2. As we believe improved catering facilities are very important to the development of the business, if this application were refused, we would then expand our current mobile facilities. Whilst this would clearly be an inferior option, it would nonetheless still allow the business to develop, albeit more slowly, and therefore some of any increase in vehicular visits would happen anyway.
3. At present, many customers arriving between, say, 11am and 1pm have insufficient time to both visit the garden and nursery, and have lunch at a reasonable time. Frequently after first visiting the garden they leave to obtain lunch elsewhere, then return to make their purchases in the nursery. This application would eliminate this and so would, in this regard, actually reduce vehicular movements.
4. As nursery opening times are 10am-5pm 7 days a week, most visits take place at the quieter times of the travelling day outside the rush hour.
5. Inward and outward customer flow is usually fairly even across the day

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DEVELOPMENT CONTROL

SUMMARY

This application is essential to both improve the efficiency of our business and facilities for customers whilst also providing increased employment, this being achieved with minimum impact on the environment and local traffic.

Marylen and Colin Parker  
Joint owners

RYEDALE D.C.

09/01/2011 FOW

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DEVELOPMENT CONTROL

Daily vehicular visits to Breezy Knees Nurseries 1/4/09 - 15/9/09

<u>Date</u>	<u>Visits</u>	<u>Date</u>	<u>Visits</u>	<u>Date</u>	<u>Visits</u>
April 1st	10	May 3rd	22	June 4th	10
2nd	5	4th	25	5th	9
3rd	8	5th	10	6th	18
4th	12	6th	11	7th	20
5th	3	7th	6	8th	14
6th	8	8th	1	9th	8
7th	5	9th	9	10th	10
8th	0	10th	17	11th	10
9th	3	11th	8	12th	22
10th	10	12th	5	13th	20
11th	17	13th	12	14th	20
12th	closed	14th	16	15th	7
13th	32	15th	3	16th	10
14th	7	16th	11	17th	15
15th	19	17th	23	18th	7
16th	6	18th	10	19th	19
17th	9	19th	10	20th	20
18th	20	20th	8	21st	49
19th	9	21st	22	22nd	12
20th	6	22nd	16	23rd	15
21st	6	23rd	11	24th	28
22nd	4	24th	21	25th	11
23rd	18	25th	48	26th	21
24th	25	26th	15	27th	20
25th	20	27th	29	28th	36
26th	16	28th	25	29th	8
27th	4	29th	20	30th	11
28th	9	30th	41	July 1st	15
29th	13	31st	19	2nd	12
30th	6	June 1st	15	3rd	11
May 1st	15	2nd	33	4th	12
2nd	17	3rd	22	5th	47

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DEVELOPMENT CONTROL

<u>Date</u>	<u>Visits</u>	<u>Date</u>	<u>Visits</u>	<u>Date</u>	<u>Visits</u>
July 6th	4	August 1st	1	Aug 27th	10
7th	8	2nd	13	28th	6
8th	18	3rd	9	29th	14
9th	8	4th	12	30th	14
10th	10	5th	11	31st	19
11th	11	6th	10	Sept 1st	8
12th	20	7th	10	2nd	10
13th	14	8th	12	3rd	1
14th	28	9th	26	4th	5
15th	4	10th	1	5th	15
16th	25	11th	17	6th	10
17th	3	12th	14	7th	6
18th	17	13th	16	8th	5
19th	13	14th	15	9th	7
20th	11	15th	10	10th	7
21st	17	16th	17	11th	18
22nd	10	17th	22	12th	4
23rd	8	18th	19	13th	3
24th	25	19th	10	14th	1
25th	9	20th	8	15th	10
26th	7	21st	14		
27th	7	22nd	8		
28th	13	23rd	12		
29th	2	24th	7		
30th	8	25th	10		
31st	8	26th	12		

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Summary of Daily Visits 1/4/09 - 15/9/09

<u>Visits per day</u>	<u>ie Average visits per hour</u>	<u>Number of Days</u>
0 - 7	0 - 1	38
8 - 14	1 - 2	69
15 - 21	2 - 3	39
22 - 28	3 - 4	14
29 - 35	4 - 5	3
36 - 42	5 - 6	2
43 - 49	6 - 7	3
50+	7+	0

The visits per hour are calculated from the nursery being open 7 hours per day.

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