







# Ellers Farm Distillery Planning Submission

Delivering sustainable growth for  
Ryedale and North Yorkshire



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## Executive Summary

We are seeking permission for the development of a new state-of-the-art, climate positive distillery at Ellers Farm, Buttercrambe Road, Stamford Bridge.

For Ryedale and North Yorkshire, Ellers Farm Distillery will:

- Be a multi-million pound investment in a new sustainable global business based in Ryedale
- Offer sustainable and diversified employment for the region for at least 20 new jobs
- Add a new, but aligned tourism asset to the region to help drive increased visitor numbers and spend in the local economy
- Enhance the visitor experience for existing tourism to the North Yorkshire's food capital of Malton



Our unique business model will:

- Be focused on doing ethical and sustainable business
- To our knowledge be the first distillery to be Climate Positive from day one of production
- Balance sourcing the most sustainable energy, raw materials, and ingredients, with producing the highest quality products
- Look to support local producers and suppliers in its purchasing decisions to further grow the local economy
- Seek accreditation for our high environmental and social standards from recognised bodies like B-Corp

*"Our aim is to sustainably produce the world's best tasting distilled products – sustainable perfection.*

*Everything we are doing is balancing the drive to make the best possible product with the smallest possible environmental impact. From choosing our ingredients to shipping bottles, we select the materials, choose the partners, embrace the technology, and uphold the traditions that help us towards our dual ambition.*

*Of course, we still use energy, natural resources and man-made materials, so we will be planting trees and investing in environmental projects until we are certain that we put back more than we take"*

*Jamie Baggott (Master Distiller)*



## Complimenting RDC's ambitions

At Ellers Farm Distillery we will work closely with Ryedale District Council and key partnerships in order to create a business that not only complements the clear goals and ambitions set out by RDC, but also helps show case and promote how business can, and should be done.

Having considered a number of key areas within the plans and strategies developed by Ryedale District Council, we see many synergies with our ambitions, some of these are detailed below.



### Key Ryedale Ambitions/Goals

Planning for Sustainable Development

Diversity of economy and employment

Enhancing Ryedale's tourism assets & attracting visitors through key themes

Making food and drink part of local promotional activity

Support accommodation providers to use these activities as part of their off-peak marketing activities

### Ellers Farm Distillery Alignment

A core foundation of the Ellers Farm business model is to be Climate Positive from the very start and at all times. We will minimise our carbon footprint as much as practicable and then offset more than the residual emissions through to Scope 3 emissions (full supply chain raw materials to end consumer).

Over time we will create roles that will assist in diversifying the employment of Ryedale. As well as the more traditional production and administration roles in the operation, the customer/retail roles created through the visitor centre, there will be the opportunity to create roles in areas such as eCommerce, digital marketing, and social media management, the distilling process, as well as an array of sales roles in specific market segments.

Ellers Farm Distillery will align seamlessly to the region's ambitions in enhancing tourism (see next page). Distillery visits are on the increase YOY and are seen as significant drivers of the economy in Scotland for example. People's fascination with the art of distilling means distilleries such as the Lakes Distillery are seeing visitor numbers in the region of 100,000 visitors per annum.

We see Ellers Farm Distillery playing our part in amplifying the region's reputation for the best quality food and drink produce, and experiences. Jamie Baggott's reputation in the industry for world leading products is second to none.

Whilst some visitors to Ellers Farm Distillery, will simply experience the visitor centre in isolation, others will undoubtedly seek to enhance their experience with tasting sessions and sampling events. Our experience tells us that by linking with accommodation providers, visitors will seek to complement their experience with food and an overnight stay.

*"We consider a positive ongoing relationship with Ryedale District Council, the district's businesses, and most importantly its communities as a critical part of our responsibilities as a business and fundamental to our success.*

*Ellers Farm Distillery will play a leading role in Ryedale's continued success by showcasing what can be achieved through truly sustainable development."*

*Andy Braithwaite (Managing Director)*



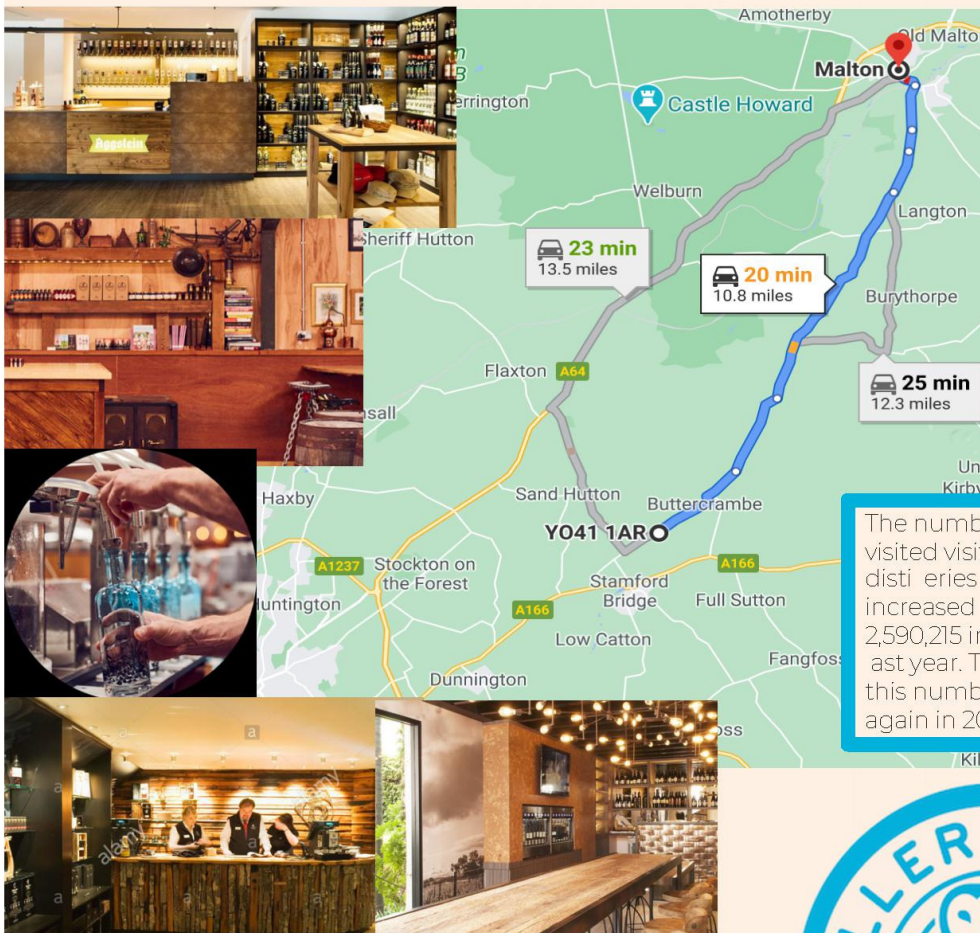


## Enhancing Ryedale's tourism

Ideally located between Malton and York, we see our role in the growth of Ryedale's tourism as very much complementary to this already well-established sector. E. llers Farm Distillery would hope to create an enhanced "halo effect" for Malton and the surrounding areas, giving visitors the opportunity to pass through on their way, or complement their visit/stay-over in the area with a distillery experience.

Based on our industry knowledge and experience we estimate that in the future, E. llers Farm Distillery will attract in the region of 20,000 visitors per annum. Alignment with, and participation in regional promotions and industry bodies could see this easily surpassed given the existing visitor numbers for Malton and nearby Castle Howard.

Scotch Whisky tourism saw record numbers of visitors in 2018, with over 2 million visits to Scotch Whisky distilleries from tourists for the first time. The annual survey compiled by the Scotch Whisky Association (SWA) revealed visits were up 6.1% year on year and 56% more than in 2010\*



The number of people who visited visitor centres at distilleries and breweries increased by 7.2%, from 2,590,215 in 2017 to 2,778,500 last year. The AFBI expects this number to increase again in 2019\*

Images for illustration purposes only

*"The visitor experience we will create, including tours, tastings, and educational classes and experiences, will work in synergy with the existing world-class offerings in the region."*

*Jamie Baggott (Master Distiller)*



\* <https://www.scotch-whisky.org.uk/newsroom/scotch-whisky-distillery-visits-reach-2-million/>  
<https://www.thespiritsbusiness.com/2019/07/irish-distillery-and-brewery-visitor-numbers-near-2.8m/>



## About us

### Jamie Baggott – Master Distiller

Creating some of the most admired spirits in the world today, and winning over 150 national and international awards across all spirit categories, including **WORLDS BEST VODKA** in the San Francisco Spirits Awards.

Jamie Baggott has spent the last 13 years as a Master Distiller creating a range of products, but specialising in Vodka and Gin. Instrumental in the creation of Chase Distillery, Baileys Distillery, and most recently the Master Distiller of the British Honey Company, he has collaborated with the likes of Heston Blumenthal and Waitrose, The Ivy Group, Heathrow Airport, Hobbs of Henley, and Newmarket Racecourse to create unique drinking experiences for their clientele. He has unwavering passion for perfection.

[linkedin.com/in/jamie-baggott-8316b751](https://www.linkedin.com/in/jamie-baggott-8316b751)

### Andy Braithwaite – Managing Director

A most 30 years experience in the drinks and hospitality industry, most notably 17 years with Heineken, the global branded drinks business.

Holding senior executive positions in sales, commerce, and digital business, Andy Braithwaite has never left what he calls "the most amazing industry".

[linkedin.com/in/andy-braithwaite](https://www.linkedin.com/in/andy-braithwaite)



*"We are doing two things for our team at Ellers Farm Distillery that are totally new and innovative.*

*Firstly, 20% of the profits of the business will always be for the employees – so every person who works here will be an 'owner' in the business.*

*Secondly, not only will our business operations be climate positive, but as a benefit we will be making every employee Climate Positive too through participation in ecologi.com's Climate Positive Workforce initiative.*

*We believe these two things will mean that everyone is aligned to not only making the business a success, but also be making a positive environmental contribution in their work and personal life by working for Ellers Farm Distillery."*

*Andy Braithwaite (Managing Director)*

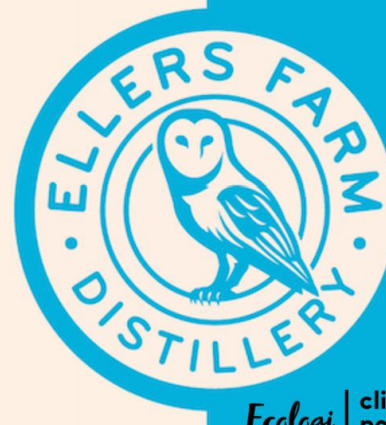
### What is a Climate Positive Workforce?

- 1 Employee carbon footprints offset**

Every one of your staff members will become climate positive. This means you'll be offsetting their entire carbon footprint, including emissions from their home, personal travel, holidays, food, hobbies and more.
- 2 All business travel offset**

Some business trips are unavoidable. That's why all of our plans include business travel offsets as standard. Each employee's allowance is based on averages, so you don't have to track or calculate anything.
- 3 Plant trees & fund climate projects**

You'll be funding the world's best climate crisis solutions. Every month you'll be planting groves of trees in your company forest, and financing carbon reduction projects from around the world.



Ecologi | climate positive workforce

## Doing more and being more

*"We are a for profit business, this is what we do and is a key part of being sustainable. However, our values of Trust, Stewardship, and Respect will form some of the foundations of how we do business."*

*Andy Braithwaite (Managing Director)*

From the very start we have an ambition to be **climate positive**. We will achieve this by minimising our impacts as much as practicable and then calculating the residual impact we have on the planet through our activities, and mitigate this in a way that puts back more than we take.

Our current plans include:

- Sourcing direct water supply to the site through a bore hole supply and filtration system
- Looking to re-purpose as much water as possible in our production methods
- Employing Biomass technology to supply our heat and energy requirements in the distillation process
- Re-purposing waste heat in other building requirements
- Considering the locality of materials and services in our purchasing decisions in order to mitigate our supply chain impact

We will then:

- Offset the remaining CO<sub>2</sub> we are responsible for (Scope 3 emissions) by planting trees
- Calculate and offset more than the CO<sub>2</sub> footprint of every employee in our business, not only in their working life, but in their everyday life
- Promote employee practices such as car share and cycle to work schemes to reduce our traffic impact

As well as this, by assessing the other critical areas of our model (Community, Customers, Employees) **it is our ambition to meet the required standards to be a certified B-Corp business within the first year of trading.**

**Certified B Corporations** are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment.

### Climate Positive:

An activity that goes beyond achieving net zero carbon emissions to create an environmental benefit by removing additional carbon dioxide from the atmosphere



\* <https://bcorporation.net/about-b-corps>



## Application Summary



### Key outputs of the Design and Access Statement

The following pages are aimed to be a summary of the key points from the formal application *GMV-445-08-DAS*

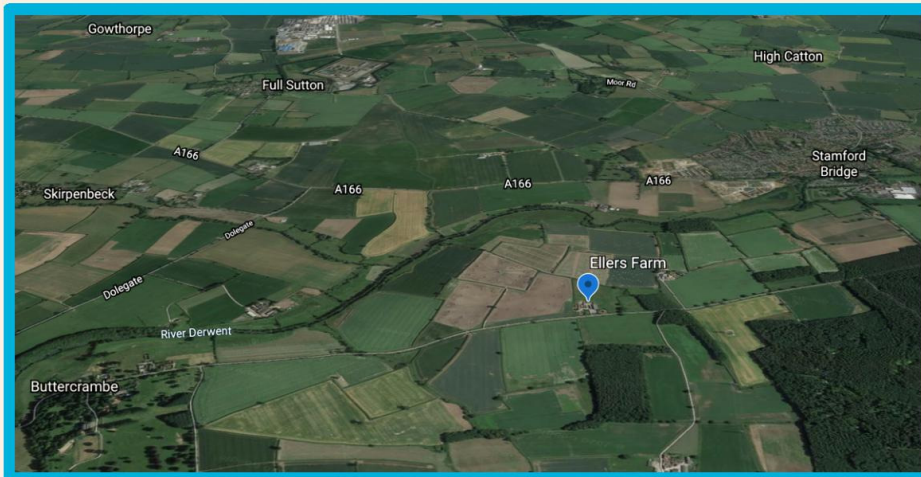
The formal submission has been completed and submitted by The Planning & Design Associates on our behalf



The Planning & Design Associates  
The Chicory Barn Studio  
The Old Brickyards  
Moor Lane  
Stamford Bridge  
YO41 1HU



## Location



Ellers Farm is positioned to the south of Buttercrambe Road, 1.6 km to the south west of Buttercrambe village, and 1.8 km to the north east of Stamford Bridge and the River Derwent, with the regional centre of York some 15 km to the south west.

The northern boundary of the plot is approximately 30 m wide adjacent to the highway but with a generous grass verge and good sight-lines for vehicular access. The site extends to the south in an approximately rectangular shape around 100 m long, but with an additional block, which would become a visitor parking and turning area, and a further block to the west to form a pond.

The surrounding countryside as part of the Vale of York is farmland with mainly agricultural fields and woodlands, along with one residential dwelling to the west, and a holiday let to the east

## Existing Site - Amount and Layout



The proposed scheme will extend the Main Barn to 714 m<sup>2</sup> and the Rear Monopitch Barn to 287 m<sup>2</sup>. The Dilapidated Barn is replaced by the Plant Room with a floor area of 110 m<sup>2</sup> and the Front Monopitch Barn is retained with the same floor area 159 m<sup>2</sup>.

The total floor area of the proposed scheme will then become 1,270 m<sup>2</sup>, an increase in floor area of only 15%.



The existing layout is well suited to the proposed scheme. The existing access has good sight lines and a generous verge allowing easy access for cars and delivery vehicles to and from Buttercrambe Road.

Whilst the width of the access is relatively narrow at 5 m at this point, this is only for a short distance (10m) before opening out into a generous yard. With the predicted low numbers of vehicle movements, it is not anticipated that this will cause any difficulties.

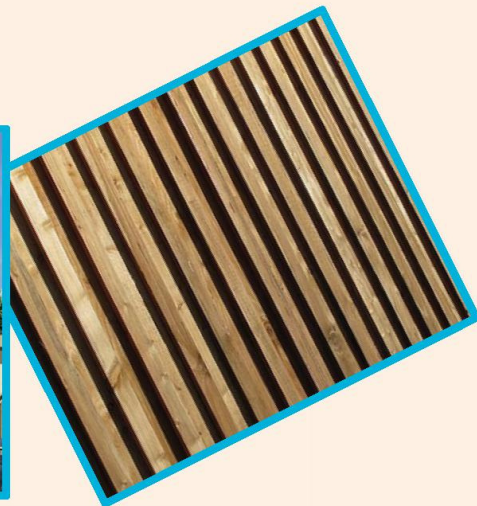




## Sympathetic design and materials

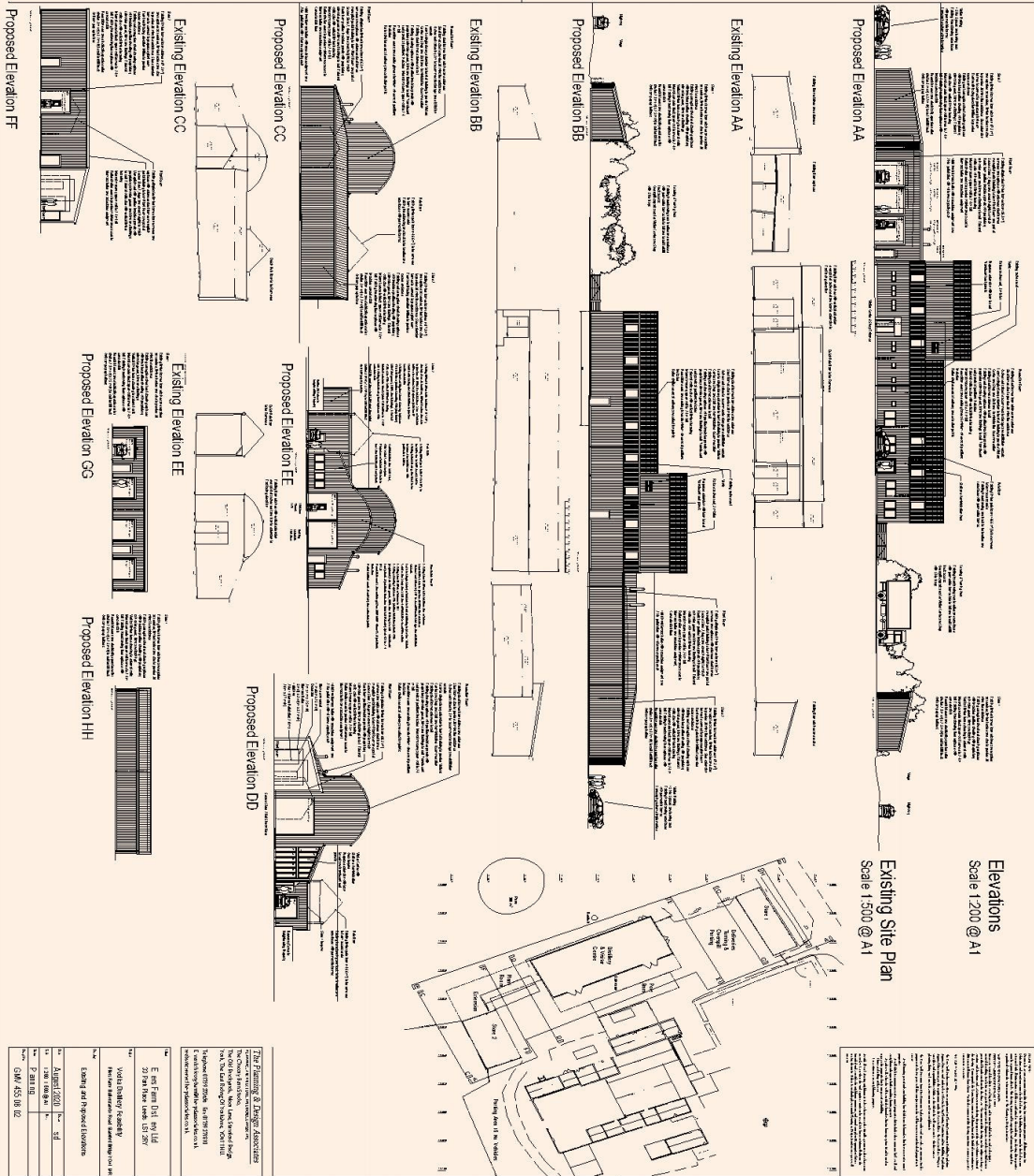


The proposed change of use from commercial storage to a distillery will give this group of barns a new and more economically viable future. Their basic forms, proportions, scale, and detailing will be retained, and the proposed new cladding materials will be appropriate and sympathetic to the historic rural and agricultural setting.





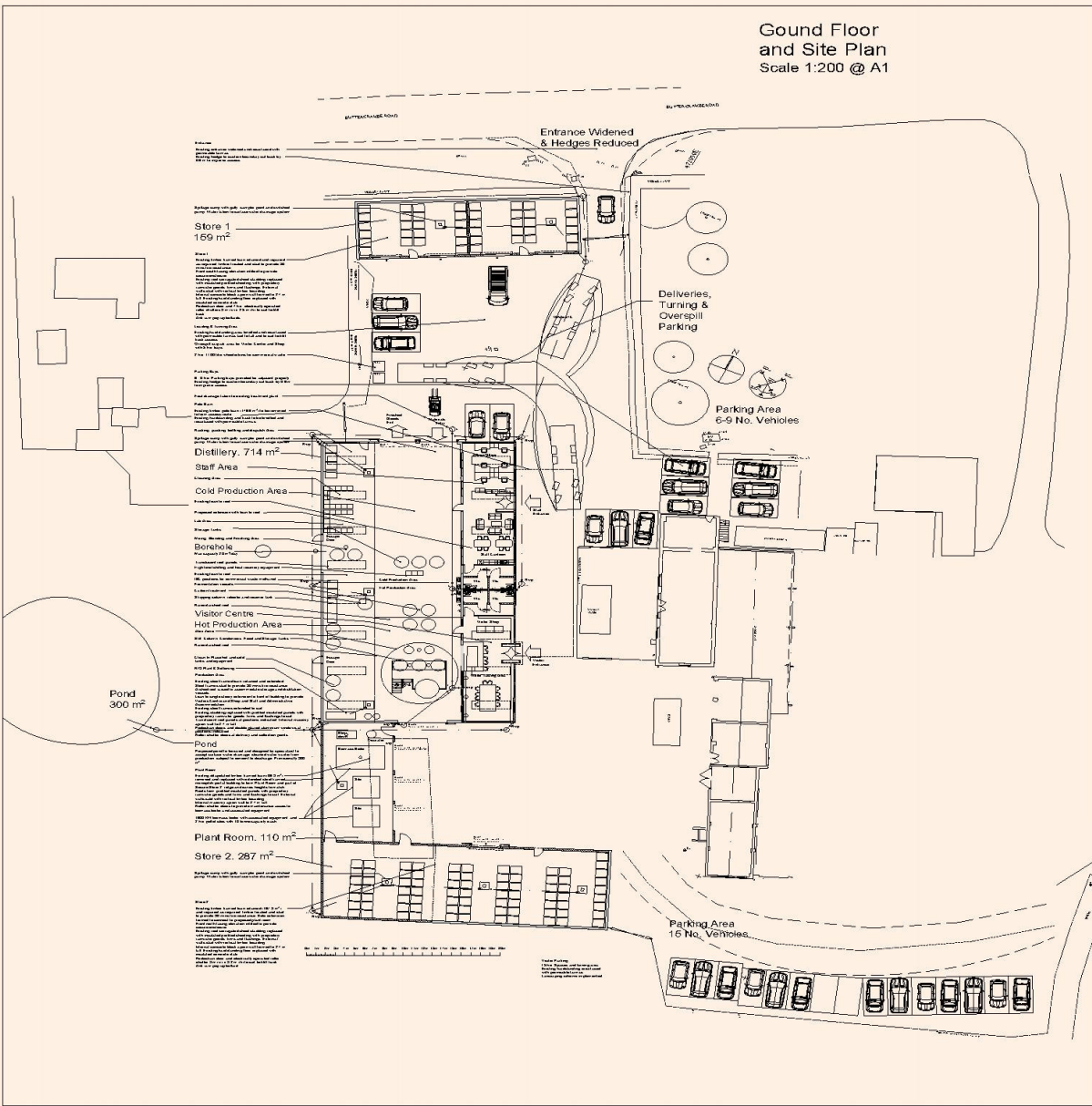
# Existing and Proposed Elevations



# Proposed Site Plan



Gound Floor  
and Site Plan  
Scale 1:200 @ A1



|   |   |
|---|---|
| <p><b>THE DISTILLERY &amp; BREWERY ASSOCIATION</b><br/>                 The Chartered Institution for the Distilling and Brewing Industries<br/>                 100, The Boulevard, Colchester, Essex, CO1 1JH<br/>                 Telephone: 0206 333333, Fax: 0206 333333<br/>                 Email: <a href="mailto:info@distillery.org.uk">info@distillery.org.uk</a><br/>                 Website: <a href="http://www.distillery.org.uk">www.distillery.org.uk</a></p> | <p><b>ESR Farm Distillery Ltd</b><br/>                 339841 Plaza Leeds LS1 3BZ<br/>                 Vehicle Delivery Facility<br/>                 (Site to be assessed and developed via an<br/>                 approved planning process)</p> |
| <p>Approved by:<br/>                 Approved Date: 17/08/2023<br/>                 Approved By: [Signature]<br/>                 Approved For: [Signature]</p>   | <p>Approved by:<br/>                 Approved Date: 17/08/2023<br/>                 Approved By: [Signature]<br/>                 Approved For: [Signature]</p>   |

**NOTES:**

1. This plan shows the proposed ground floor layout of the distillery building and associated parking areas.
2. All dimensions are in meters unless otherwise stated.
3. The site is shown within its context, including existing buildings, roads, and boundaries.
4. The plan is based on the information provided by the client and is subject to the accuracy of that information.
5. The plan is for informational purposes only and does not constitute a contract.
6. The plan is subject to the approval of the relevant planning authorities.
7. The plan is subject to the approval of the relevant building control authorities.
8. The plan is subject to the approval of the relevant environmental health authorities.
9. The plan is subject to the approval of the relevant fire safety authorities.
10. The plan is subject to the approval of the relevant health and safety authorities.



# Impact Assessment Summary



As a part of our commitment to do things right, we have looked to seek the guidance of professionals to assess aspects of the potential impact that our proposal could have. The following pages are an executive summary of the conclusions drawn from these assessments, the detail of which are contained within our full application.

### VISUAL IMPACT

"The new proposals would be visually contained by a framework of trees and hedgerows and as new planting matures this framework will be strengthened which will have a beneficial residual effect. Overall, as a consequence of the new development, there will be a marked improvement to the visual amenities of this part of the rural area."

PDP Landscape and Urban Design Ltd



### NOISE ASSESSMENT

Following the conclusion of the noise impact assessment it is deemed that appropriate planning conditions and management controls can be adopted in order to mitigate noise impacts from fixed installations. It is considered that appropriate noise control can be achieved by judicious selection and siting of plant, and/or standard noise mitigation techniques.

Environmental Noise Solutions Ltd

### ECOLOGY ASSESSMENT

A bat, breeding and barn owl survey has found that the buildings provide negligible roosting habitat for bats. Additional permanent nesting provision for barn owls will be installed on site, and the existing barn owl box will be moved to a tree location. No further survey effort is considered necessary or proportional for these buildings.

MAB Environment & Ecology Ltd



# Impact Assessment Summary



## TRAFFIC ASSESSMENT

Traffic impacts associated with the development are limited. Given the existing agricultural use of the site, the anticipated changes in traffic flows will not have a material impact on the operation of the local highway network.

It is concluded that the development proposals are acceptable from a transport and highways perspective.

Fore Consulting Limited



## CONTAMINATION IMPACT

No significant risks have been identified with respect to ground contamination, groundwater contamination, and ground gas. Therefore, no Phase 2 Ground Investigation is considered necessary with respect to ground contamination, groundwater contamination and ground gas.

GEO Environmental Engineering

## FLOOD RISK ASSESSMENT

The Environment Agency Flood Map indicates that the site at Ellers Farm (YO41 1AR) is situated in Flood Zone one, and therefore has a low probability of flooding.

The Planning & Design Associates



Our conclusion from these assessments for your consideration is that there is no significant detrimental impact as a direct result of the proposed development of Ellers Farm.



## Conclusion

The proposed change of use from commercial storage to a distillery will give this group of barns a new and more economically viable future. Their basic forms, proportions, scale and detailing will be retained and the proposed new cladding materials will be appropriate and sympathetic to the historic rural and agricultural setting.

The proposals will create approximately 20 new jobs, many of which will benefit the local community and the additional visitors and shoppers will contribute to the local economy.

The production process will take place with the emphasis on low energy, low carbon credentials and 'green' policies.

This application has been formed and considered in conjunction with a full and thorough consultation process. We have not only consulted fully with the Landlord, but with both the occupiers of the residential property to the west and the owners of the holiday let business that currently shares the site. It is our belief that all parties are accepting of the proposal, that they see the proposed distillery as a complementary addition to the area, and that the overall impact is positive.



*"We sincerely hope that the local planning authority will look favorably on our proposals. We are genuinely excited to become part of the community within the Ryedale District, and play our part in the next stages of its growth."*

*Jamie Baggott and Andy Braithwaite*



