

## UNITED KINGDOM

### Diversification & job creation

#### Location

Cockerham, Lancaster

#### Programming period

2014 – 2020

#### Priority

P6 – Social Inclusion and  
Economic Development

#### Measure

M6 - Farm & business  
development

#### Funding (EUR)

Total budget 173 316.03

EAFRD 69 326.41

Private 103 989.62

#### Project duration

2016 – 2017

#### Project promoter

Louise Kite & Steven Holmes/  
Farm Yard Ales

#### Contact

[hello@farmyardales.co.uk](mailto:hello@farmyardales.co.uk)

#### Website

[www.farmyardales.co.uk/](http://www.farmyardales.co.uk/)

Support from the rural development programme for England enabled an entrepreneur to upgrade his ales brewing business.

### Summary

Steven Holmes has a keen passion for brewing ales. He lacked the adequate brewing facilities to brew his own ales on a large scale, wanting to use the water found on the family farm to create craft ales. The project activities included the construction of a purpose built brewery, installation of a brew plant and the purchase of casks in which to store and distribute the product.



### Results

A wide range of ales are currently produced and as a result of the project, the business is aiming to;

Create 5 full-time jobs over the next 3 years

Use the farms own malting barley crop for brewing

Use spent grain and hops as farmyard feed

Trade effluent to a local anaerobic digester to produce green energy

### Lessons & Recommendations

- ❑ It is important to allow plenty of time for claims when working with other businesses. For example the casks were due the first week in June, however nearly 16 weeks in the order were still not complete.

## Context

Demand for craft ales has enjoyed a steady rise in recent years. This project was, in part, started to service the rising demand for craft ales. Other needs include the diversification of the Holme's family farm business, branching out into the brewing industry and creating a sustainable business in the long term. The situation prior to the project was that there were no facilities in which to brew craft ales on the scale that was needed to make it a sustainable business.

## Objectives

The aims of the project included:

- Supply and erect a new industrial building to facilitate the brewing plant
- Supply and installation of a 10 BRL brewing plant to brew craft ales
- Supply 300 9 gallon stainless steel casks to store and distribute ales (became 400 9 gallon plastic casks at a later date once the project had begun)

## Activities

The activities undertaken to complete the project were: building an industrial unit, installing of a brewing plant and the buying of capital goods to produce, store and distribute ale.

Activities undertaken to construct a purpose built industrial unit were carried out by private contractors who supplied the building materials and labour to erect the building.

The purchase and installation of the brewing plant included finding a suitable brewing plant supplier, transporting the brewing plant to the site, and installation of the plant within the industrial unit. The installation of the plant was also completed by private contractors.

The original objective of obtaining 300 x 9 gallon stainless steel cask was changed, with approval, for the purchase of 400 x 9 gallon plastic casks. This was due to an increase in price of steel casks. A delay in the manufacture of the plastic casks caused a setback in the project completion timing.



## Main results

The project achieved what it set out to do in that a purpose built site was constructed to house the brewing plant, a brewing plant was installed and Farm Yard Ales are now brewing on a large scale. They are currently producing (insert number of ales or different types of ale).

As a result of the project, the business is aiming to;

Create 5 full-time jobs over the next 3 years

Use the farms own malting barley crop for brewing

Use spent grain and hops as farmyard feed

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## Key lessons

According to the beneficiary the biggest lesson gained was to allow plenty of time for claims when working with other businesses. Major parts of the project were out of the beneficiary's control which was found frustrating. For example the casks were due the first week in June, however nearly 16 weeks in the order were still not complete.

## Additional sources of information

<https://twitter.com/farmyardales>