

# **Business Plan | Events venue | Twineham Court Farm**

## **About us**

Telbridge Properties are an established family owned business based in West Sussex, and operating throughout the south east.

This plan details the viability of a successful and profitable business using industry data, our budgets and stringent costs.

## **Our business**

A successful application would see us build and create a venue offering Weddings, celebrations and corporate hospitality set in a secluded yet accessible location set in the Mid Sussex District with associated accommodation.

## **How will your business work**

We will offer the following in either a package or individually

## **Short Term**

- Barn style events Building
- 2 Bedroom Cottage (4-6 people)
- Additional annexed accommodation (2 people)

## **Long Term**

- 2 Fields
- Outdoor Space
- Pod accommodation x 4 (8 people)

## Financial projections | 2025 - Year 1

[illegible]

## **2026 - Year 2**

We would aim to grow our business in 2026 with an increase of 6 events, totalling 55 events. Our costs and outgoings would increase only slightly, and we would project our revenue to be £318400 and profit to grow to £145149.

## **2027 - Year 3**

We would aim to grow our business in 2027 with an increase of 12 events compared to Year 1 -2025, totalling 61 events. Our costs and outgoings would increase only slightly, and we would project our revenue to be £355900 and our profit to grow to £160983.

## **Planning and Build Costs**

Telbridge Properties LTD own Twineham Court farm, and have the capital to build out our project without the need for borrowing, investment or repayment.

All associated costs for planning and professional services will be funded by Telbridge Properties LTD

## **Populations of Major towns within 10 Miles**

Haywards Heath 38690

Burgess Hill 33352

Horsham District 142217

Crawley 109880

Brighton and Hove 290395

A population of 1,229, 391 people live within a 20 mile radius of Twineham Court Farm

## **How is your business structured**

We have been approached by a local wedding organiser who manages over 70 events a year currently through their established business, we have since agreed to offer Twineham Court Farm as part of their portfolio.

We would therefore be taking a big strain off the business by using an already established company specialising in this sector.

They specialise in not only the wedding sector, als corporate hospitality and business functions have become a key part of their business in the last few years.

## **What businesses are you competing against**

There are a handful of venues locally to us, all appear to be oversubscribed with very few peak dates remaining for 2023, in excess of 90% dates overall are taken and in some cases fully booked.

Chapel Barn Bolney, Chapel Rd, Bolney, Haywards Heath RH17 5NE

Brookfield Barn, Winterpit Lane, Lower Beeding, Horsham RH13 6LY

Cissbury Barns, Nepcote, Findon, Worthing BN14 0SR

Wickwoods, Wickwoods Country Club, Hotel & Spa, Shaves Wood Ln, Albourne, Hassocks BN6 9DY

With our focus being on exclusivity, we will offer only 2 dates per week for 2025 to ensure we keep demand high.

Many venues of our size are offering over 150 dates, however we do not require that turnover of business to achieve profit.

Using Brookfield Barn as an example, only 6 miles from us and similar in design so data is very relevant.

- No peak dates remaining for 2023
- More than 2 weddings a week for 2024 during peak season
- Peak dates already booked in 2025, starting at £8925
- Bookings being taken as far in advance as winter 2026

## **Supporting Local Businesses**

One of our core values is to wherever possible, keep it local and consider this in every part of our business

A wedding can often involve in excess of 10 businesses and 30 employees from within these businesses, often very local to the area.

We will always champion local businesses, using their products and services wherever possible.

Our location will be made available for community events, charities and organisations whilst being a favoured venue for local business functions and corporate events.

## **What marketing channels have you chosen and why**

Website, Google search engine and key words will be optimised with a committed spend within our budget.

Instagram, Facebook, YouTube and TikTok - We will upload content to our page and have a targeted growth of followers on each platform

Year 1 - 1000

Year 2 - 1500

Year 3 - 2000

## **How will you target your customers**

We have a committed budget of £1000 per month, this will be shared across the 4 major social media platforms.

We will constantly monitor the source and conversion rate of every booking we take, meaning that we will invest more of the budget in sources that are proven to work best.

## Staff

We will hire an experienced Marketing Manager, their main responsibilities will be maintaining the relationships with our events organisers and positively marketing our venue.

Duties are as followed, but not limited to

- To manage bookings and enquiries
- Maintain a strong media and marketing presence
- Maintain an unrivaled level of service to our customers
- Manage the daily running of the venue

We will also hire an experienced Site Manager, their main responsibilities would be to maintain the outside areas and general maintenance of the site.

## Overview and conclusion

Twineham Court Farm is a currently unused site, this business plan demonstrates a viable and profitable business with very modest projections and room for growth, whilst creating a business that enhances the local area and economy.