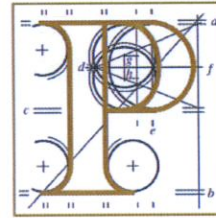


**Our Case Number:** ABP-314085-22

**Planning Authority Reference Number:** SD22A/0117



**An  
Bord  
Pleanála**

South Dublin County Council  
Planning Department  
County Hall  
Tallaght  
Dublin 24

**Date:** 20 March 2023

**Re:** House, wastewater treatment system, well, 3 polytunnels in relation to proposed on-site strawberry farm enterprise and all site works.  
McDonaghs Lane, Glenaraneen, Brittas, Co. Dublin

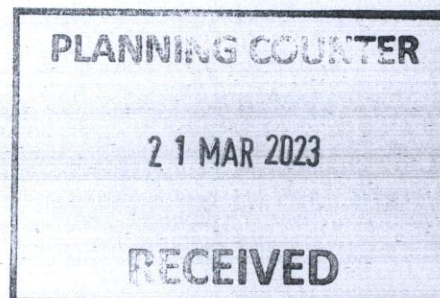
Dear Sir / Madam,

I have been asked by An Bord Pleanála to refer to the above-mentioned appeal.

The Board is of the opinion that, in the particular circumstances of this appeal, it is appropriate in the interests of justice to request you to make submissions or observations in relation to the enclosed submission dated 16th February, 2023 received from Design & Consultancy Services on behalf of the applicant. Also enclosed is a copy of the notice issued by the Board to the applicant on 31st January, 2023.

In accordance with section 131 of the Planning and Development Act, 2000, (as amended), you are requested to make any submissions or observations that you may have in relation to this enclosure **on or before 11<sup>th</sup> April 2023**. The Board cannot consider comments that are outside the scope of the matter in question. Your submission in response to this notice must be received by the Board not later than **5:30pm on the date specified above**.

If no submission or observation is received before the end of the specified period, the Board will proceed to determine the appeal without further notice to you, in accordance with section 133 of the 2000 Act.



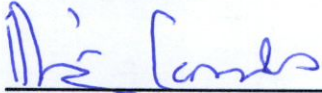
<b>Teil</b>	<b>Tel</b>	(01) 858 8100
<b>Glaio Áitiúil</b>	<b>LoCall</b>	1800 275 175
<b>Facs</b>	<b>Fax</b>	(01) 872 2684
<b>Láithreán Gréasáin</b>	<b>Website</b>	www.pleanala.ie
<b>Ríomhphost</b>	<b>Email</b>	bord@pleanala.ie

64 Sráid Maoilbhríde  
Baile Átha Cliath 1  
D01 V902

64 Marlborough Street  
Dublin 1  
D01 V902

Please quote the above appeal reference number in any further correspondence.

Yours faithfully,



Mary Tucker  
Executive Officer  
Direct Line: 01-8737132

BP70 Registered Post

Teil  
Glao Áitiúil  
Facs  
Láithreán Gréasáin  
Ríomhphost

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64 Marlborough Street  
Dublin 1  
D01 V902

# DESIGN & CONSULTANCY SERVICES

Email: [jjwarren06@gmail.com](mailto:jjwarren06@gmail.com)

Ph 00353 87 755 8896

The Nook ,  
Hillside  
Kilcullen,  
Co Kildare

16/02/2023

<b>AN BORD PLEANÁLA</b>	
LDG- _____	
ABP- _____	
20 FEB 2023	
Fee: € _____	Type: _____
Time: <u>14.35pm</u>	By: <u>hand</u>

Your Ref: ABP-314085-22

SDCC Ref No: SD22A/0117

An Bord Pleanala  
Marlboro St. ,  
Dublin.

**Re: Planning Appeal against the Decision by SDCC to Refuse Planning  
Permission for Development at Mc Donaghs Lane, Brittas, Co Dublin-  
Appellants: Annette and Alan Richie**

Dear Sir,

We wish to submit the enclosed Revised Business Plan as requested by you in your dated  
31<sup>st</sup> January 2023 .

I Remail

Yours faithfully

  
\_\_\_\_\_  
Joseph J Warren Tech Eng



## RITCHIE STRAWBERRY FARM

### BUSINESS PLAN

## Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of Annette & Alan Ritchie

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to Annette & Alan Ritchie

\_\_\_\_\_  
Signatures

Handwritten signatures of Annette and Alan Ritchie. The signature on the left is 'Annette Ritchie' and the signature on the right is 'Alan Ritchie'. Both are written in black ink over a horizontal line.

Annette & Alan Ritchie

\_\_\_\_\_  
Date

This is a business plan. It does not imply offering of securities.

## Company Description

### Shareholders

- Shareholders Annette & Alan Ritchie, 50% shareholding each and 50% each cash investment to date.

- **Products and services**

- Growing Strawberries
- It is the intention of Annette and Alan Ritchie to seek permission for strawberry farming.
- This will consist of strawberries being grown in polytunnels.
- **Tunnel production**
- Tunnel production – utilizing polythene film supported by semi-circular steel frames to cover the raised beds – is widely used in Europe and helps to bring forward harvest by around 1 month and also to extend the season.
- Intend to use either white plastic which keeps plants cooler in the summer months or black plastic or fleece to warm them in the spring and maintain a higher heat in the summer. Drip tape is employed under the plastic to facilitate irrigation and fertigation. Plants will be grown in bags filled with the desired soil mix or substrate which are then placed on top of the ground.
- Table top systems, where the plants are grown in a plastic tray or gutter system, suspended on wires 1.5m above the ground, benefit from the use of closed irrigation and fertigation systems that provide a continuous, balanced supply of nutrient to the plants.
- **Soil requirements for strawberries**
- Strawberries have no specific requirements in terms of soil type, tunnels will be well drained and relatively flat with no frost pockets.
- Light or sandy soils do have advantages in that harvest is earlier, helping the grower catch an early market. These soils also have fewer problems with root diseases.
- Strawberries are best planted in spring so they will be well-rooted by the following winter. Containers can be replanted in late summer and moved to a cool, protected place such as an unheated garage during the coldest months.

- **When to Grow Strawberries**

Plant out September – November or mid March

You can buy transplants or plug plants of strawberries in early Spring and plant them directly out in the ground in mid March. However best results are achieved when plants are planted in September of the previous year as this gives the plant's roots a chance to develop. Strawberries are quite hardy but in severe frost make sure you cover your rows with a fleece.

- **Where to Grow Strawberries**

Sunny location, avoid frost pockets & wind

If you choose to grow your strawberries outdoors in the soil then choose a well sheltered spot, free of frost. In Winter the dormant strawberry plant can survive the cold but as they grow and flower in Spring they become very susceptible to the cold. Plant perpetual varieties in March.

- **How to Plant Strawberries**

Prepare soil well before planting, adding well rotted farm yard manure. Ensure all of

## Swot Analysis

<p><b>Strengths</b></p> <p>Strawberries can be grown for local supply in almost any part of the country.</p> <ul style="list-style-type: none"><li>• Produces heavy crops</li><li>• Continuous fruiting throughout the Summer</li><li>• Excellent sweet flavor</li><li>• Better suited to colder climates such as Ireland</li><li>• season now runs for up to 10 months.</li> <li>• Customers have a preference for locally grown produce.</li><li>• Provides an excellent income – can supplement an existing job, as most of the work is seasonal.</li><li>• Provides local employment.</li><li>• Scores very high in sustainability.</li><li>• Annual growth of about 10%.</li><li>• The vast majority of strawberries are sold and consumed in Ireland.</li><li>• Growing methods are very advanced in terms of sustainable farming.</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• High Costs for initial set up of strawberry farming</li><li>• More attention to nutrition and good crop management</li><li>•</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Excellent opportunities for new entrants to supply the local market.</li> <li>• Strawberries are seen as healthy and nutritious by the consumer.</li> <li>• No noise pollution</li><li>• No electricity required to grow strawberries</li><li>• Living beside polytunnels to maintain care growth of strawberries.</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• Pests &amp; Wildlife</li><li>• Incorrect planting of seeds</li></ul>

## **Analysis**

**Strawberries can now be supplied, and are in demand from March right through to November.**

While the season is extended through the use of different protective structures (glasshouses, tunnels, etc.), the use of cold-stored strawberry plant technology also plays a vital role.

known in the trade as 60-day production.

The plants will begin to fruit approximately 60 days later. The volume of strawberry plants planted will depend on the amount of fruit the grower needs for their markets. This technology, combined with the use of different protective structures, has allowed the strawberry season to be extended up until November.

Example on Glasshouse

**Returns from a one-hectare glasshouse\* crop at 10 plants/m<sup>2</sup>:**

0.45kg/plant at €6.16/kg €277,500

Farm gate value €131,900

or €2.93/kg

## **Competitive Advantage**

Excellent opportunities for new entrants to supply the local market.

At least 8,000 tonnes of fresh strawberries produced each year, worth an estimated €47m.

Annual growth of about 10%.

The vast majority of strawberries are sold and consumed in Ireland.

Protected cropping is the mainstay.

The season now runs for up to 10 months.

Strawberries are seen as healthy and nutritious by the consumer.

Growing methods are very advanced in terms of sustainable farming.

## **Benefits to Clients**

All growers must also operate under the food hygiene programme of the Department of Agriculture, Food and the Marine (DAFM). Growers are also encouraged to join the Origin Green sustainability programme run by Ireland's food board, Bord Bia.

Fresh Produce

Supports Local Farmers

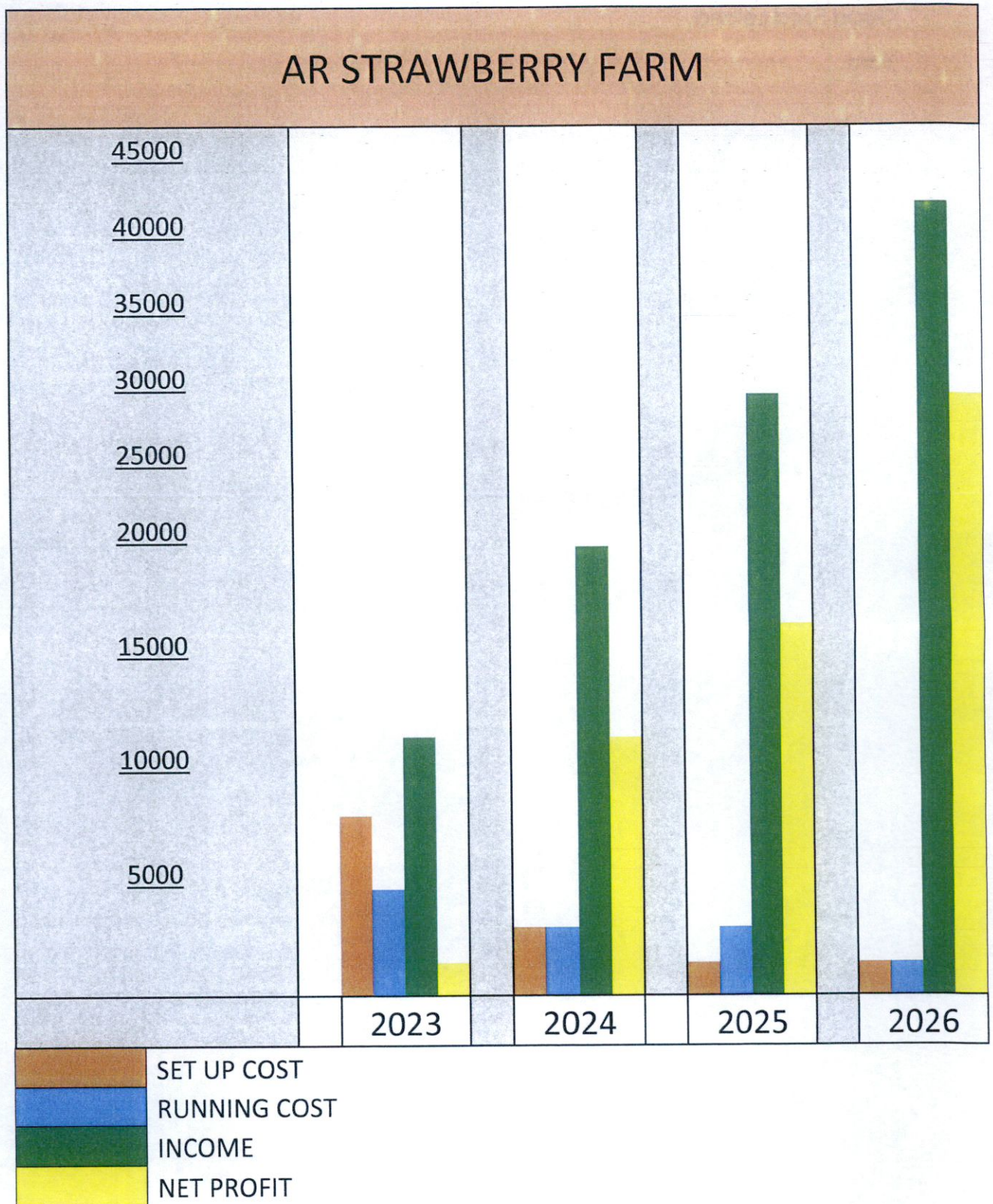
Free from chemicals and pesticides

Better for the environment

Value for Money



## Financial Projections

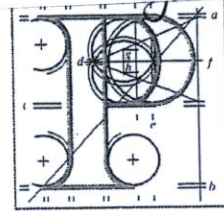


## Membership

Our Case Number: ABP-314085-22

Planning Authority Reference Number: SD22A/0117

pls file



An  
Bord  
Pleanála

Annette and Alan Richie  
Mc Donagh's Lane  
Brittas  
Co. Dublin

Date: 31 January 2023

Re: House, wastewater treatment system, well, 3 polytunnels in relation to proposed on-site strawberry farm enterprise and all site works.  
McDonaghs Lane, Glenaraneen, Brittas, Co. Dublin

Dear Sir / Madam,

I have been asked by An Bord Pleanála to refer to the above-mentioned appeal.

The Board has examined the appeal and is of the opinion that certain information is necessary for the purpose of enabling it to determine the appeal.

In accordance with section 132 of the Planning and Development Act, 2000, (as amended), you are required to submit, on or before **20th February 2023**, the following information:

**A copy of the revised business plan which was mentioned but omitted from the grounds of appeal.**

If the information required is not received before the end of the specified period, the Board will dismiss or otherwise determine the appeal without further notice to you in accordance with section 133 of the 2000 Act, (as amended). Your submission in response to this notice must be received by the Board not later than **5.30 p.m. on the date specified above.**

Please disregard our previous letter, dated 25<sup>th</sup> January, which issued in error.

Teil	Tel	(01) 858 8100
Glaó Áitiúil	LoCall	1800 275 175
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Láithreán Gréasáin	Website	www.pleanala.ie
Ríomhphost	Email	bord@pleanala.ie

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Baile Átha Cliath 1	Dublin 1
D01 V902	D01 V902

Yours faithfully,



Niamh Thornton  
Executive Officer  
Direct Line: 01-8737247

VA22

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<b>Ríomhphost</b>	<b>Email</b>	<a href="mailto:bord@pleanala.ie">bord@pleanala.ie</a>

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