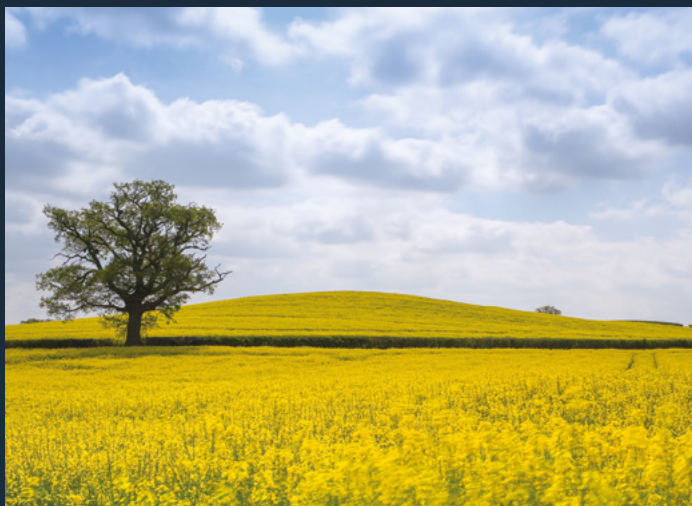
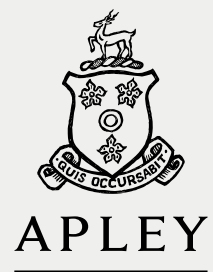




APLEY

The Apley Plan

Preserving our heritage, land, and environment to secure a sustainable future for our community.



APLEY

Welcome

At the heart of Apley lies a steadfast commitment to our environment, stewardship and community. The Apley Plan sets out to develop the Apley Estate as a long term commercial enterprise whilst fostering strong communities, improving the local and wider environment and cherishing its distinctive landscape and historical heritage.

We are dedicated to promoting well-being for those who live and work on the Estate, providing access to the countryside, supporting local initiatives, and maintaining public spaces.



Lord Gavin Hamilton
Lord Hamilton of Dalzell, Apley Estate

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Introduction

The Apley Plan shares our vision and long-term objectives, providing the framework through which we balance financial stability with our values. It underpins our approach to stewardship, ensuring growth is achieved responsibly and sustainably for the benefit of future generations.

As a trusted custodian of over 8,500 acres of land we are passionate about retaining and preserving both its natural beauty and historical value.

Our long-standing relationship with the land, its people and the rural way of life gives us a unique perspective, enabling us to invest wisely for a future that reflects our traditional values, whilst benefiting from modern technology and best practice approaches.

The Apley Plan covers every aspect of life on the estate and outlines some of the exciting projects and ideas we are putting into practice. By working together with the estate and local community, we can make our vision a reality for the benefit of generations to come.

Estate at a Glance

8,500
acres

3,500
acres of farmland worked in-house

1,500
acres of woodland

300
properties

98
members of staff

35
tenanted farms and commercial premises





Heritage

At Apley, our guiding principle is to care for the land, heritage, and people entrusted to us, while ensuring a sustainable future for the estate and the community.

A Legacy of Continuity

Apley can trace its origins to the Domesday Book. Ownership has changed only twice, most recently in 1867, passing through seven generations of the same family. This enduring lineage allows us to take a truly long-term perspective on the management and development of the land. Held in trusts with lifespans exceeding 120 years, the estate is protected for the long term, enabling decisions to be made that extend across multiple generations and ensuring that Apley's heritage is preserved for the future.



Apley's prize winning cow at the Burwarton Show



John Pigg, former Farm Manager at Apley Park



John Pigg and Mr Ridley Seed Merchants



John Pigg, former Farm Manager at Apley Park

Restoring and Re-imagining Historic Buildings

Our buildings are equally important in reflecting the estate's history and identity. We maintain a continuous programme of sympathetic renovation and upgrading to ensure our 19th-century and earlier homes remain beautiful, functional, and fully compliant with modern energy standards. Each year we invest in excess of £1 million in our residential property portfolio.

All our retail operations are housed in traditional buildings: the Apley Farm Shop complex, carefully renovated in 2011–2012, occupies a delightful range of 19th-century former dairy and cheese-making facilities; Stockton House, an 18th-century rectory, was sensitively restored in 2021 to serve as a wedding and events venue.

Through these projects, we continue to protect, restore, and repurpose our heritage assets, ensuring they remain relevant and sustainable while retaining the character that makes Apley unique.



Our estate office, located in a 19th-century building originally constructed as a school, has been restored for modern use since 2014.



Apley on the High Street, our Bridgnorth coffee shop, was restored in 2022 and expanded in 2025.

Stockton House

Stockton House, an 18th-century former rectory, was sensitively restored in 2021. Its new role as a wedding and events venue enables the building to be maintained and cared for in a way that preserves its historic character and architectural integrity.

The Grade II* listed house is a fine example of Georgian architecture, set within a secluded landscape with long views across the surrounding countryside.

The restoration focused on conserving the building's original proportions, circulation, and detailing, while discreetly introducing modern services to support contemporary use. Seven en-suite bedrooms and a series of restored reception rooms allow the house to remain in active use, ensuring its long-term stewardship while respecting its historic fabric and setting.



St Chad's Church

A short walk from Stockton House stands St Chad's Church, an 11th-century building of significant historic and architectural interest. Dedicated to Chad, the first Bishop of Lichfield, the church retains elements from several periods, including Norman windows, later medieval additions, and a prominent tower dating from the 15th century. Together, Stockton House and St Chad's Church form an important part of the estate's historic fabric and setting.



Conserving Apley Park

Apley Park, designed in the early 19th century, is a defining feature of the estate. To restore the park to its former splendour, we commissioned a Parkland Restoration Plan.

With support from the Countryside Stewardship Scheme, we are converting arable land back to grassland, removing inappropriate tree plantings, and introducing native species to reflect the original design and restore the park's intended views. This ten-year project, now in its third year, will also see the renovation of sections of the park's sandstone walls and the reintroduction of historic park railing, further enhancing its heritage and character.

All of our Parkland conservation and restoration work is undertaken to the highest standard in adherence to national guidance on the conservation of the historic environment. The plan objectively focuses on improving the parkland aesthetically, restoring historically significant assets, parkland character and increasing woodland habitat.





Landscape and Land Management

Our land management practices are designed to protect, restore and enhance biodiversity and build resilience to climate change.

We directly farm more than 40% of the estate using careful crop rotation, low-disturbance cultivation methods, and incorporation of organic fertilisers and pesticides, and regular soil testing to ensure the long-term health and productivity of our soils.

Over 60 miles of hedgerows frame our fields and lanes. Each year we replant, repair, and connect these living boundaries to create stronger corridors for wildlife. Our species-rich grasslands are managed with great care, using low levels of natural fertiliser and traditional cutting methods to control invasive plants. Manure from our beef herd and free-range egg farm is recycled back into the land, reducing the need for synthetic inputs.

60 +

miles of hedgerows

3,500

acres farmed in hand

3,500

acres of tenanted farmed land

10,000

trees planted between 2020 and 2025

Environment

Apley is the custodian of some of the most beautiful and varied landscapes in England. With the River Severn running north to south through the heart of the estate, dramatic sandstone outcrops, ancient trees, and extensive grasslands, Apley's landscape is both distinctive and captivating throughout the year.



We will enhance biodiversity across the estate through a range of measures inline with our Forestry Management Plan which will see the replacement of dense plantations with managed woodlands of native species.

We are actively exploring ways to improve and extend wildlife habitats throughout Apley. We are working with ecological organisations to enhance biodiversity across the estate.



Woodland and Wildlife

We manage approximately 1,500 acres of woodland, home to more than 1.5 million trees and many more within our hedgerows.

This represents 17.5% of the estate — significantly higher than the national average. Yet we aim to go further. By 2035, our ambition is to increase woodland cover to 20%. New planting will focus on areas where trees can deliver the greatest benefit for biodiversity, landscape character, and carbon sequestration.

In total, these new woods will add around 100,000 trees. Our existing woodlands already act as substantial carbon sinks, and through continuous cover forestry we will continue to expand their role in capturing and storing carbon.

1,500

acres of woodland

20%

woodland cover by 2035

1.5 Million

trees



Restoring Rivers and Wetlands

In partnership with the Shropshire Wildlife Trust, we have begun restoring a section of the River Worfe to its pre-war course.

The river was canalised during the Second World War, but by carefully lowering the banks in selected places and allowing the water to find its natural path, we have created new wetlands that hold water for longer and reduce flooding downstream.

The success of this project has inspired us to extend the work further downstream. We monitor progress with regular biodiversity surveys and share our findings with other farmers and landowners who wish to follow a similar path.

Dragonfly and damselfly species increased from four in 2022 to 13 in 2024, while wetland indicator flies rose from 75 to 96 species. Bee banks now support 38 species of ground-nesting bees and wasps, and winter bird counts recorded 12 wetland species, including the Great White Egret and amber-listed species such as teal and reed bunting.

The presence of nationally scarce species and new county records demonstrates that this project contributes to national biodiversity targets. It is a clear example of how careful stewardship can deliver measurable outcomes for wildlife and landscape resilience.

“Restoring the River Worfe has been a transformative project for the Estate. By allowing the river to follow its natural course, we are not only improving flood management but creating rich wetland habitats that support an incredible diversity of flora and fauna. It’s a demonstration of what careful stewardship can achieve.”

**Graeme Manton,
Estate Director**



Grazing rare breed Longhorn cattle





Reducing Environmental Impact

Apley Farm Shop is committed to reducing plastic use in packaging, and by sourcing our produce from trusted local suppliers, we are significantly reducing food miles and helping to reduce our carbon footprint.

Within our Farm Management Policy we use animal manure from our own farms, we cut down on the amount of chemical fertilisers we use on the land. Waste from Apley Free Range Egg Farm provides an excellent nutrient for the soil and keeps transport and road mileage down to a minimum.

We are committed to improving our soil quality. We are trialling new crops across our estate which reduce soil erosion and require fewer fertilisers.





Community

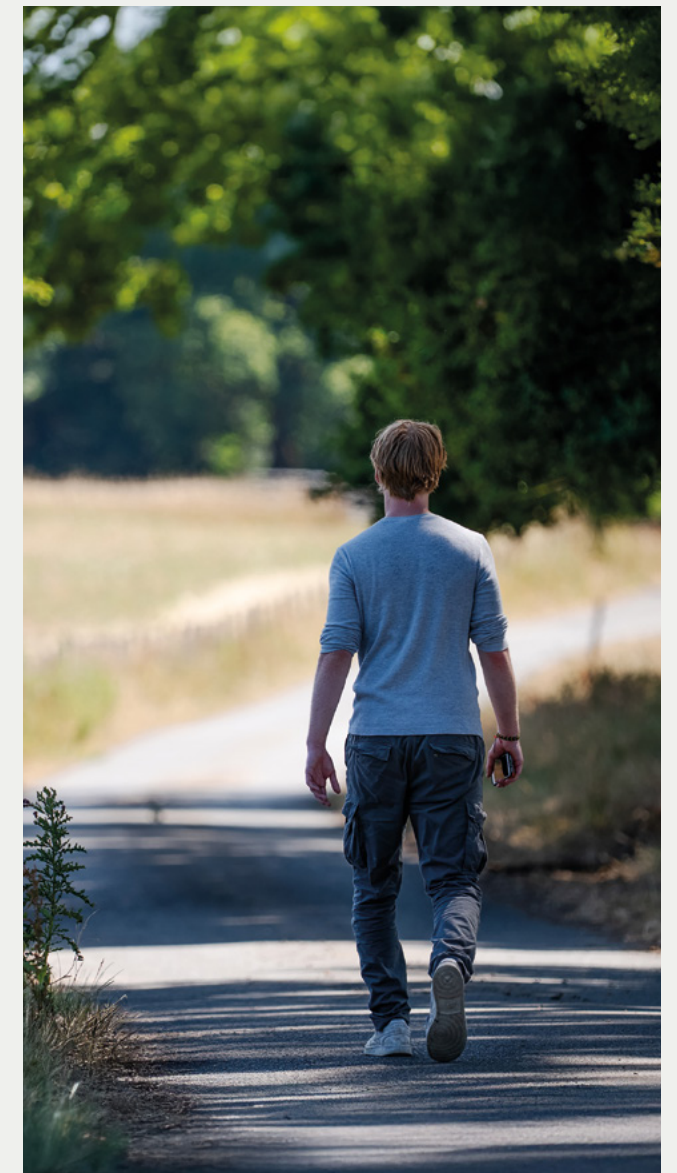
For hundreds of years, the Estate has provided land and property to support local people, reflecting our long-standing commitment to local well-being. Today, our initiatives continue this tradition, aiming to build strong, healthy communities and promote mental and physical well-being.

Employment and Opportunity

The Estate currently employs 98 people, the majority of whom live on or close to the Estate.

We offer a range of employment contracts, designed wherever possible to suit the needs of our employees, in alignment with the operational requirements of the business. Roles vary widely, from traditional rural activities, retail operations, accountancy, building & maintenance team, rural surveyors and land management agents, based at our estate offices.

A testament to this approach is our longest-serving employee, who has dedicated over fifty years to the Estate. Alongside training in their immediate roles and health and safety, we support employees who wish to acquire new skills or qualifications, contributing to both personal and professional development.



Apley Farm Shop

A Hub for Community Life

Apley Farm Shop is central to the Estate's role in supporting local life. Beyond providing quality produce, it hosts a programme of seasonal events that attract visitors and strengthen community connections. These include the annual Tractor Run and Classic Car show, Halloween celebrations, bonfire night and Christmas experiences featuring Santa and festive markets.

Each event is designed to be accessible and family-friendly, offering opportunities for recreation and engagement throughout the year. By maintaining this calendar of activities, Apley Farm Shop continues to contribute to the vibrancy of the Estate and the well-being of the communities we serve.



Supporting Local Life

Looking ahead, over the next five years we plan to deepen our connections with local schools by introducing educational initiatives centred around the Apley Farm Shop, giving young people hands-on experience of farming, food, and the natural environment.



Old railway line between Bridgnorth and Coalport, now acts as public bridleway.

Spaces for Recreation and Well-being

The Estate provides a range of spaces and facilities that bring the community together.

In Norton, we maintain the Village Hall and Playing Fields for football and bowls, while in Bridgnorth we support cricket, hockey, bowls, tennis, and golf. We also provide allotments directly and through the Town Council.

Public access to the countryside is equally important. The Estate's rights of way are carefully maintained, and the former railway line between Bridgnorth and Coalport is a permissive bridleway, offering a safe, traffic-free route for families and walkers, forming part of the National Cycle Route 45.





Ongoing Investment

We are taking a proactive approach, considering water usage, cropping, tree species, soil health, drainage, carbon footprint, and air quality. Every improvement contributes to the resilience of the estate and the wider environment. At the same time, these initiatives have financial implications, so it is vital that our enterprises produce strong returns to fund ongoing investment.

Building Long-Term Resilience

The positive impact we can make both locally and wider are very important to us, by focusing on collaborative working with our partners and like-minded organisations, we aim to strengthen our local communities and create sustainable and long-term economic and environmental benefits. We are committed to providing affordable housing, regenerative agriculture, and sustainable land management that prioritizes soil health, biodiversity, and community stability.



Diversification and Local Contribution

We employ local staff, engage local contractors, and source materials locally where possible. Diversification generates multiple income streams and supports the local economy.

Responsible Investment in Property

In 2024, we completed four new homes in Norton, built to A-rated energy standards. These A-rated homes feature solar thermal and PV panels, air source heat pumps, battery storage, triple glazing, and high levels of insulation, delivering both a reduced carbon footprint and exceptionally low energy costs for our tenants.

Renewable Energy and Innovation

We are also moving away from fossil fuels through renewable energy investments. Apley Farm Shop operates a solar field that provides 100% of its daytime energy requirements in summer. Our free-range egg business uses solar energy for heating and cooling, while air-source heat pumps heat office spaces at Crowgreaves Farm. Biomass systems provide heating to Apley Farm Shop and Stockton House.

Innovation remains central to how we meet financial challenges. By continuing to diversify and making the best use of our assets, we ensure that the Estate can meet its financial commitments while generating a surplus for future investment, supporting long-term stewardship of Apley’s heritage, environment, and community.



In 2024, we completed four new homes in Norton, built to A-rated energy standards.



1875 Model Farm Building at Apley Home Farm

Looking Ahead

A snapshot of what is to come:

- Expand woodland cover to 20% by 2035.
- Extend river and wetland restoration along the River Worfe.
- Improve the quality of soil to natural farming methods as opposed to chemical.
- Develop educational initiatives with local schools.
- Create an interactive nature trail at Apley Farm Shop
- Continue diversifying operations and investing in renewable energy.
- Investment in the residential lettings portfolio to ensure energy standards of our buildings are continuously being improved.

These priorities demonstrate our commitment to stewardship, innovation, and the well-being of the communities we serve for generations to come.

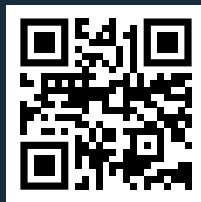
For further information in regards to our objectives, please visit our website at: www.apleyestate.co.uk.





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