

The Landmark Post

www.landmarksystems.co.uk

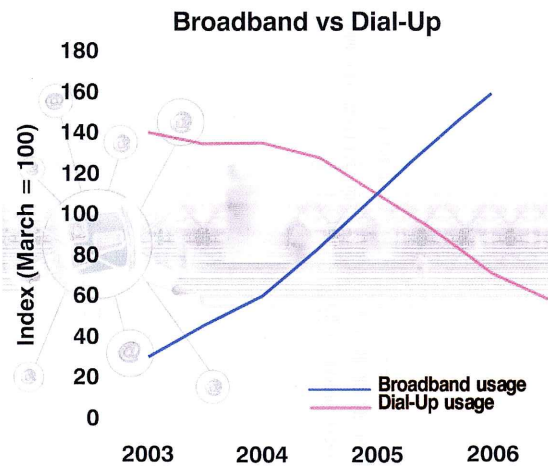
Welcome

If you are a new reader of *The Landmark Post* welcome to our annual newsletter. From our origins supplying software and hardware to farmers in Sussex, Landmark Systems Ltd now supports over 1,800 UK sites ranging from small farmers to large estates with every conceivable type of rural business in between. Our service today includes the supply of our own KEY range of software for rural businesses and we continue to place emphasis on training, consultancy and support.

On this page we introduce you to a new program, KEY Planner, and we hope that you enjoy our page three feature on the Dillington Estate in Somerset.

■ If you would like to learn more about our full range of products and services do visit our website www.landmarksystems.co.uk

Broadband Britain



Tony Blair's vision of 'Broadband Britain' may not have materialised as fast as was originally predicted. In 2002 BT stated that 99 per cent of the population would have access to Broadband by the summer of 2005. This has not been achieved but nevertheless the uptake is now huge.

BT claims that 40 per cent of households have broadband, compared with 28 per cent a year ago. Every three months a population the size of Sheffield is switching on a new high speed internet connection. This is of course good news for those able to access the new technology, but frustrating for many in our market sector who are restricted by geographical location. Pressure is still needed

to speed up the roll out to rural areas.

Having subscribed to the new technology where are the advantages, other than the facility to easily book flights, holidays and of course for shopping?

Within the rural sector the availability of broadband has encouraged out of town office developments and home working, but the potential now and in the future is enormous.

From a software company's viewpoint the ability to provide support to a client by 'taking over' control of their PC is a great advantage, and of course demonstrating a particular module or providing training via a fast connection provides savings for all concerned. Remote users of software can now gain similar performance by being broadband linked to the main PC.

The potential within a farming business is already being demonstrated in the UK. A few examples include Bayer UK who can provide visual agronomy updates, machinery manufacturers who diagnose faults remotely to speed up repairs and the facility to diagnose disease in livestock in remote locations.

'Think broadband' when developing commercial space, and lobby for it if you are still not connected. Broadband provides a gateway for modern communications – ignore it at your peril. Remember that in 1943 IBM predicted that the world demand for computers would be five and even in 1977 The Digital Equipment Company saw no reason why companies would want their own PC's!

Success of KEY Planner – our new budgeting tool



The new KEY Planner software was developed in conjunction with Aubourn, the agribusiness division of Savills.

"We set out to produce a budgeting tool for today's rural business, using modern technology," commented Nigel Parsons, Managing Director of Landmark Systems.

"The idea was to provide the user with the option to create a quick or detailed budget. When considering taking over some additional land the quick route will allow informed decisions, whereas the detailed route is more appropriate for the annual budget preparation. In either format the budget is created by setting up individual enterprises and working through to the cashflow.

"Uniquely the program allows the inclusion of any non-farming enterprises and of course Single Farm Payment and ELS Schemes. Most of our clients have enterprises other

Item	Price	Yield/L	Units
Gross Margins			
Crops	200.00	8160.00	408.00
Vegetables	30.00	6300.00	210.00
Wireless Bats	100.00	3521.500	35.215
Wireless Bats	20.00	454.00	22.700
SAS - Rural Engagement	50.00	1750.00	35.00
Other Farm Income			
Land Grants	21.65	7005.19	409.12
Land Grants	20.97	3309.12	157.32
Land Grants	11.39	4324.00	408.00
Other Farm Income	0.00	3225.00	0.00
Other Farm Income	0.00	18000.00	0.00
Other Farm Income	0.00	15200.00	0.00
Total Gross Margins	518.65	277386.53	536.65
Non-Farm Income			
Non-Farm Income	5.00	2000.00	400.00
Non-Farm Income	0.00	10000.00	0.00
Non-Farm Income	5.00	20000.00	4000.00
Total Non-Farm Income	10.00	32000.00	4000.00
Total Income	528.65	309386.53	5766.65
Total Expenditure			
Labour	5000.00	100.00	20.00
Finance	12382.50	231.18	18.72
Electricity	27000.00	51.20	4.10
Miscellaneous	17000.00	31.20	2.50
Total Expenditure	32082.50	183.18	15.32
Profit Before Rent & Finance	518.65	277386.53	536.65
Profit Before Rent & Finance	0.00	10000.00	0.00
Profit Before Rent & Finance	0.00	10000.00	0.00
Total Profit	518.65	277386.53	536.65

than pure farming, so it is vital to include these in the overall plan," he continues.

Matthew Read from the John Read Partnership in Hampshire is an early user of the software. "We currently produce gross margin budgets and cash flows, but they are all done on separate spreadsheets, whereas KEY Planner keeps it all together. Whilst our

business is mainly arable we have some property and other schemes, which we need to include. Historically we produced an annual budget and cashflow but today that is not enough. Much of the thinking has been done for you and it guides you through the process of creating the budget on-screen, I haven't had to read copious notes or have any training."

KEY Planner has attracted interest from consultants both in the UK and abroad, though the UK market is the main focus. "Currently we are developing a version to link directly to our accounts packages," says Nigel Parsons. "This will enable users to share the set up details and transfer the budget directly to the accounts, in order to monitor actuals against the budget."

KEY Planner is priced at £395 for a single user farm version.





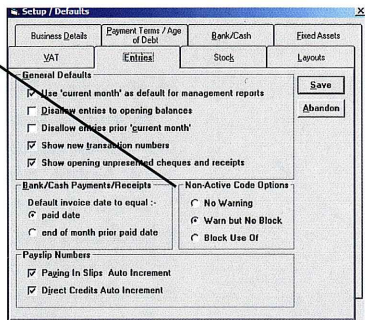
New version news



KEY Accounts (v 10)

Non-Active Code Options
Block, or warning when you use codes that have previously been made NON ACTIVE.

Payslip Numbers
When entering cheques received, you have the choice – either the payslip number AUTOMATICALLY goes on a digit, or it remains the same. This can be achieved through Options, SetUp, Defaults then ENTRIES.

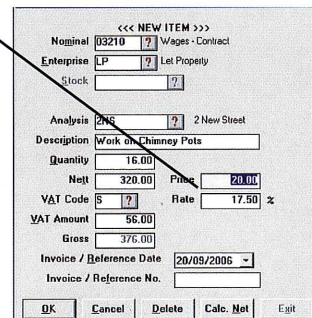


Price per Unit

When you are doing data entry, and enter a quantity, you will now be shown what that represents on a PER UNIT BASIS. Especially useful when you are entering individual sprays or hours worked.

Code Change

If you wish to move the contents of one nominal (with many enterprise links) to another nominal or a new nominal, it is possible, without



having to do one enterprise link at a time. Find this option in Utilities/Code Change/Nominals

KEY Property (v 5)

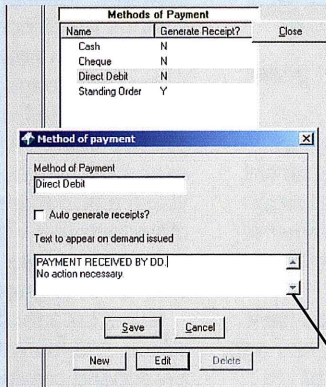
As well as hidden technical improvements new items include:

Weekly52 Frequency

Our Weekly frequency currently divides the rent by 365, and then multiplies by 7, for value per rent period. A new Weekly 52 frequency just takes the rent and divides it by 52 for this.

Receipt BEFORE Demand

Receipts can now be entered with a date PRIOR to the demand/invoice date, where rents are paid in advance.



No active demand Report

A report is included to show tenancies and/or properties that have no active demand set up.

Non Active Landlords

Landlords can be made 'non active', especially useful for those running Client Accounting.

Demand Text

Text can be added to some demand layouts. This can be different for each Method of Payment. It is set up via Options/Types. This also allows you to choose whether you wish to generate a receipt for the paid demand.

Credit Card Account

A new Bank Type is available so that you may keep your credit card account separate from current account or cash.

Two way Traders

These can be set up by ticking a box "Create Customer" (or create Supplier) when you EDIT the supplier or customer details.

Cashflow report by Bank account

There is a new tick box in Management/Cashflow to choose to run your cashflow by Bank. If you wish to have this compared to budget, remember that firstly you will have to write that budget!

Excel Export WITH CALCULATIONS

Most management reports, when exported to Excel, will now include calculations on the spreadsheet that is created. The original options to export to Excel or other software still remain.

KEY Casual comes to the rescue

Leadketty Farm is a family business in Perthshire incorporating 40 acres of soft fruit production. The berry fields are split between strawberries (35 ac) and raspberries (5 ac) with 95 per cent of the fruit marketed through Kentish Garden to supermarkets.

This summer the Corrigan family was given two weeks to prepare for a two day supermarket audit. This was the catalyst for Moira Corrigan to re-visit the benefits of using Landmark's KEY Casual program: "We had investigated it following recommendations and on viewing it again we could see that at a click of a button the

hours worked and rate, including holiday pay, were clearly shown on any particular day so we ordered the software there and then."

Moira is open when she says: "Our master plan faltered. At such short notice it was not possible to arrange an on-site training visit from one of the Landmark Field Team and our agency 'temp', employed to help with the back dating of entries, did not know anything about the software – so we were in it together!"

KEY Casual was installed onto two computers, Moira explains: "We worked backwards inputting the hours worked from our data. We were on the telephone to Landmark support a great deal and we

were calmly guided through our problems until we were set up and could start preparing the data for audit."

The auditor had never seen KEY Casual before and she was impressed. Her recommendation was to keep using it and to add all workers onto it right from the start of the season.

Moira's advice is simple: "We proved that KEY Casual and the Landmark support team can perform under pressure, but the timing was far from ideal. Put your software in place prior to the picking season and then you will be up and running when the call comes from the auditor."



DILLINGTON

a 21st century estate

History

Emma de Dillington is recorded as living in the 13th Century, but renovations have been recorded at Dillington House in every century since the Tudor times. Amongst its most famous inhabitants was Lord North, the Prime Minister, who has been held responsible for losing the American Colonies. On his death, the estate was bought by John Hanning, a tenant farmer on the estate.

Ewen, Lord Cameron of Dillington, is a direct descendant of John Hanning; however, the house itself was let before he was born. He and his family live in the village of Whitelackington, and he says: "The house is well used by Somerset County Council as a venue for everything from training, adult education, conferences to weddings. It draws people to the area and is a wonderful backdrop to the new developments on the estate."

Progressive management

The 3,000 acre Dillington Estate is progressively run and managed as one 'euro unit' with Scottish land on the Black Isle. The latter is predominantly arable and supplies the seed potatoes for 250 acres of crop at Dillington. Chris Wilson, the estate manager, says: "The potato enterprise provides our largest income; we store 4,000 tons largely for Branstons who supply Tescos." He agrees that standards are demanding and the investment is large but is comfortable in an unsupported market where the politicians have less influence on price. "You have to be in it for the long term and accept that the price is variable," he says.

Chris was responsible for installing Landmark's KEY Advanced accounts software in 1998. Agricultural enterprises include 180 dairy cows in the

AWARD WINNING DEVELOPMENT

One of Ewen Cameron's innovative commercial property developments, Eaglewood Park, has been born out of his strongly held philosophy that in order to make money out of land you should not only look at food production, but at all your assets. This includes buildings, topography, location and your own skills. He has had important input into the political arena regarding agriculture and his approach is long term: "Farmers must think carefully what they are giving the taxpayer in return for government subsidies, whether it be environmental schemes or access. Likewise the public need to think more about supporting their cherished countryside through their spending decisions on food. But above all everyone must realise that a modern sustainable living landscape, including our heritage in buildings, needs profitable businesses to maintain and renovate it."

Eaglewood Park was opened in November 2005 and represents Ewen Cameron's vision for restoring redundant farm buildings to the highest quality whilst keeping their integrity with the surrounding parkland and woodland. The planning stage took nearly two years and involved converting some 25,000 sq feet of hotch potch buildings into 17,500 sq feet of offices with the latest IT connectivity and air conditioning. Eaglewood Park has won a Royal Bath and West Society award this year and has been of interest to European delegates looking at 'rural entrepreneurship'.



Chris Wilson (l) accepting the award prize.



process of turning to organic milk production, potatoes, and further combinable crops. The farm also holds a 500 acre farm business tenancy a few miles away and contracting is a natural spin-off to a well equipped business.

KEY Property software was purchased in 2001, linked to KEY Advanced, it took over from the manual recording system of 60 properties in Somerset and Scotland in addition to over 20 commercial lets.

Chris comments: "I had come from an estate using Farmade's MultiCrop cropping program supplied through Landmark. We changed the software here which had been too detailed and complicated, and although we are probably not using our programs to the full, I believe in simplicity."



Wendy Johnson is a vital member of the estate team. She administers nine businesses out of a busy but friendly estate office and likes the straightforward software and support line provided by Landmark. She says: "We now have some part-time help to input data. This will give us more time to get the most out of our system. The computers are networked which means that anyone with access can print out selected information from their own machine."

And what of the future? The team is looking hard at the options for viable, economic uses for estate assets; one of the ideas is to link quality housing for the elderly with proper high tech health back up. Another is perhaps more organic land conversion. On the IT side Chris and Wendy may look at their back up procedures and install a server for improving the security of their data.



Back to school

The approach of winter brings the launch of a new series of training courses designed for existing software users. You might be a relatively new user who has mastered the basic elements but now wish to explore further, or a longer term user who needs to understand the latest version enhancements. Either way, a group training course is an inexpensive and highly effective method of fine tuning your skill set.

KEY Property and KEY Planner courses are being scheduled for January – please email helena.potton@landmarksystems.co.uk or ring the office if you would like details.

For Farmade MultiCrop users we are offering on-site half or whole day visits with George Torrance to assist with year end cropping procedures, stock reconciliation and nutrient management features. Visit our website or email george.torrance@landmarksystems.co.uk to find out more.

ACCOUNTS TRAINING

Half day sessions are scheduled for the following venues and dates:

2006

- 25 Oct Landmark, Pulborough
- 26 Oct Holiday Inn, Southampton
- 1 Nov Throwley, Faversham
- 2 Nov Holiday Inn, Ipswich
- 3 Nov Holiday Inn, Milton Keynes
- 6 Nov Harper Adams College, Shropshire
- 7 Nov Barns Conf. & Study Centre, Cheltenham
- 8 Nov NFU Offices, Taunton
- 20 Nov Rural Training Centre, Oakham
- 21 Nov Askham Bryan College, York
- 23 Nov Berks Ag College, Maidenhead
- 28 Nov Quality Hotel, Edinburgh

2007

- 11 Jan Rural Training Centre, Oakham



Landmark Tastes the Vine

Our recent Landmark outing was to Denbies Wine Estate, near Dorking, Surrey. At the start of our tour we saw a 360° film of the 265 acres of vineyard growing over 300,000 vines. We went by indoor 'people mover' through the winery and onto the beautiful cellars for a tasting... we then discussed the merits of the wines over supper in a local hostelry!

Champagne Winner at Smith & Williamson

Congratulations to Lesley Burgess our CLA Game Fair competition winner. Lesley is in the Accounts and Business Services Dept., at Smith & Williamson's Salisbury office. She correctly identified the historic houses in our photo competition. Nigel Parsons with Lesley Burgess.



Anti-virus this, anti-spam that... but what does it all mean?

Using the internet should not be undertaken without adequate protection. However, common sense is also crucial in protecting yourself; do not open email attachments from unknown sources and be careful even with those from known sources; and do not download .exe files, .zip files and others from un-trusted websites. The main components of internet security are:



- **Anti-Virus** – Anti-virus software monitors your system and finds, quarantines or removes any harmful files, regardless of how they got there. But, your virus protection is only as good as the 'virus definitions' list, which should be updated regularly. At Landmark we use Symantec's Norton AntiVirus software due to its ease of use, features and good support.
 - **Anti-Spam** – Email-related software that attempts to identify unsolicited 'junk' email.
 - **Anti-Spyware** – Spyware is a term used that actually incorporates a range of harmless and harmful files and programs that install themselves on your PC. Generally these are 'cookies' which are used to identify you when visiting a website and are often harmless. There are more malicious Spyware programs that can monitor your activity and extract confidential information from your PC though, so a regular Spyware check is advised. If you're running Windows XP, we would recommend using 'Windows Defender' from Microsoft, if not, then 'Ad-Aware' from LavaSoft is a good alternative. Both are available to download free from the respective websites.
 - **Firewall** – A firewall is a term used to describe a wall between your PC and the internet, basically a filter, that won't allow harmful executable files to install themselves on your PC as well as other internet 'nasties'. A firewall is built-in to Windows XP; ensure this is turned on by going to 'Windows Firewall' from Control Panel.
- A note for users of older PC's.** Internet security software is memory intensive and can noticeably affect your PC's performance. Also, any users of Windows98 should seriously consider an upgrade to a PC with Windows XP since Microsoft have ended support for Windows98, which in essence means no security updates, which means increased vulnerability!

