

RURAL VIEW

SPRING/SUMMER 2018

From **Carter Jonas**

CONSUMER PRESSURE

How shoppers influence farming

CHANGE IS COMING

Are you prepared?

GAME ON

60th birthday for Game Fair

EXPANSION PLANS

A firm that never stands still



Festivals, FAMILY & FARMING

*Behind the scenes at
Michael Eavis' farm*

CONTENTS

3***Food for thought***

Head of Rural, Tim Jones, sets the scene

4***News & analysis***

The big issues affecting food, farming and the countryside

6***Expansion in the South West***

One year on from a big decision to grow the Carter Jonas offering

18***Food production at the fore***

How does producing food strike a balance with the environment?

20***Are food-buying habits changing?***

Cut through the noise and see what shoppers are really putting in their trolley

22***Fast track growth***

How HS2 and big-ticket infrastructure gets Mark Hall-Digweed away from his farm

26***Regulation round-up***

Eight pieces of legislation you should be up to speed on

28***Glastonbury's extended family***

Behind the scenes at Michael Eavis' farm, as seen by his grandson

34***Horses and a roller coaster***

A £6.5m world first in Berkshire

36***The Game Fair at 60***

What to expect from the event's big birthday

SPRING/SUMMER 2018*Editorial*

Ben Pike
Emily Scaife

Marketing & Production

Head of Rural Marketing,
Leesa Ingham

Art & Design

Head of Graphic Design,
Laura Gale

Photography

Aurélien Langlais

CONTACTS*Head of Rural*

Tim Jones
+44 (0)1223 346609

Head of Farm Agency

Andrew Fallows
+44 (0)1904 558212

Head of Estate Management

Tom Fawcett
+44 (0)1423 707806

Head of Rural Valuations

Steven McLaughlin
+44 (0)1865 404446

Head of Planning & Development

James Bainbridge
+44 (0)1865 404437

Head of Infrastructures

Mark Hall-Digweed
+44 (0)121 3890409

Head of Energy

Charles Hardcastle
+44 (0)113 2031 091

Carter Jonas

Carter Jonas LLP, One Chapel Place,
London W1G 0BG
020 7518 3200
info@carterjonas.co.uk
carterjonas.co.uk

To keep up to date with all our
news, follow us on twitter:

 @CarterJonas

PREPARING FOR CHANGE

Welcome to our new edition of Rural View. Those of you who have read our magazine over the years will notice quite a change and a whole new look.

I am often asked what makes Carter Jonas different, after all our offer is similar to other professional services property companies. My answer is, and always has been, our people. Our business is founded on some key principles such as trust and expertise and as a partnership we encourage our teams to embrace these principles, but also to be themselves. We don't dampen their passions and we actively encourage new ideas. Our clients tell us we are approachable and grounded. So with that in mind we thought we should give you an insight into who we are, what drives us and what we do at Carter Jonas.

In this issue we talk to the South West team who just over a year ago welcomed members from Humberts Rural into the fold, see pages **6-17**. Partner James Stephen shares his ambitions to grow the business and introduces some of the team who are charged with doing this. We also talk to Mark Hall-Digweed, our Head of Infrastructures, on pages **22-24**. Mark is leading the fastest growing area of our business, yet his roots are firmly in farming.

As the government prepares to unveil an Agriculture Bill later this year, we explore what public money for public goods and natural capital

could look like with some industry experts from LEAF, the CLA and the NFU on pages **18-19**. We also dig under the surface of the latest consumer trends and then find out what potential impact these could have on farming – turn to page **20** to read more.

Technology, as we know, is having a huge impact on the rural economy and on page **34** we talk to Simon Turl, a Partner in our Oxford Architectural team, who led a groundbreaking project to design and build a revolutionary £6.5 million horse racing system, the first of its kind in the UK.

As we prepare our clients for the inevitable change Brexit will bring, we continue to encourage diversification projects. With this in mind Michael Eavis, dairy farmer and creator of one of the most successful diversification projects in the world – Glastonbury, is interviewed by his grandson, Tim Brooksbank, who is a Commercial Surveyor in our Bath office.

We hope you enjoy *Rural View* and welcome questions on any of our features. Contact your local office carterjonas.co.uk/contact or email me direct at tim.jones@carterjonas.co.uk



NEWS & ANALYSIS

44,000 take “once in a generation” opportunity to shape policy

The government consultation, hailed a “once-in-a-generation opportunity to shape future farming policy”, has received more than 44,000 responses.

Health and Harmony, the government’s vision for the future of food, farming and environment once the UK has left the EU, attracted submissions from a wide variety of organisations and individuals.

Their views, which ranged from the support given to farmers and food producers to what direction policy should take in the aftermath of Brexit, will now be analysed before an Agriculture Bill is published in the second half of this year.

Defra Secretary of State Michael Gove said: “It’s great news that so many people have responded so enthusiastically to our consultation. Leaving the European Union gives us the opportunity to improve the support we give to Britain’s farmers. We can make farming more productive, improve the quality of the food we eat and enhance our natural environment.”

A fundamental change to the payments received by farmers under the Common Agriculture Policy is proposed by the government, which would welcome in a new system of paying landowners public money for public goods. First and foremost this relates to the environment and work such as biodiversity, high animal welfare standards and improved soil health.

Farm productivity increases 2.9%

Last year proved a record-breaking year for farming, with first estimates revealing that total income rose by a huge 41% thanks to higher farm gate prices and increased productivity.

Productivity levels increased by 2.9% – the highest level ever recorded – demonstrating that farmers are producing more with less by using smarter methods and embracing innovation.

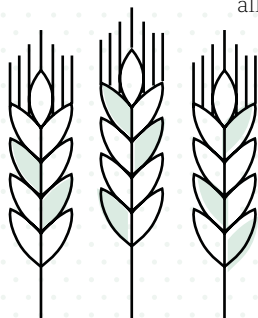
Overall, agriculture contributed £10,300 billion to the national economy, an increase of 20%.

Farming Minister George Eustice said: “Farming is a volatile business and individual businesses will face many different challenges in a year, but these estimates show an industry that is ready to make the most of the opportunities leaving the EU will present.”

A strong harvest in 2017 helped drive productivity levels, with a 7.3% increase in the volume of all crops.

These positive developments have benefitted workers at

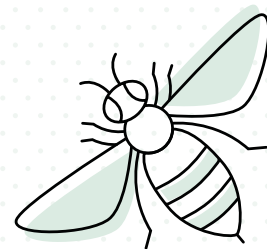
all levels, as the total income for farming per person involved in entrepreneurial labour rose by 41% to £29,794 a year.



EU bans outdoor use of neonicotinoids

A partial ban on neonicotinoid pesticides has been expanded following a vote by EU member states.

Clothianidin, Imidacloprid and Thiamethoxam will now only be allowed in greenhouses where there is no risk of exposure to bees.



The ban was supported by Defra, whose Secretary of State Michael Gove stated last year that tougher restrictions were justified by the growing weight of scientific evidence suggesting the substance is harmful to bees.

CLA Chief Land Use Policy Adviser Susan Twining said: “This is another blow to farmers at a time of significant uncertainty. Removing yet another tool from farmers which helps them control pests and disease will negatively impact their ability to farm efficiently and profitably, as we develop a post-Brexit strategy for agriculture.”

Rural crime reaches epidemic levels

More than a quarter of rural businesses experienced crime last year, government statistics have revealed.

The 2017 Commercial Victimization Survey outlined the extent of crime within the agriculture, forestry and fishing sector.

“More than a quarter of rural businesses experienced crime last year”

The most common crime was vandalism, with 37,000 separate incidents being reported.

Just over a third of businesses in this sector have experienced trespassing or unauthorised access.

NFU Deputy President Guy Smith said these figures will come as no surprise to farmers on the ground.

“It is time that we saw some considerable action being taken by government and police to curb increasing crime in the countryside, and allow farmers to do what they do best – producing food for the nation,” he said.

NEWS IN BRIEF

SOIL IN SPOTLIGHT

A new report from WWF, Angling Trust and Rivers Trust says England must invest £10m a year to ensure soil is productive enough to grow food. The subject of soil health has been prominent in recent months; a Sustainable Soils Alliance event in March brought together key players from across the industry to question whether the government’s 25-Year Environmental Plan provides sufficient targets to meet the objective of sustainably-managed soils by 2030. The verdict? As Rebecca Pow MP said: “Soil might not be sexy, but it’s certainly under the spotlight now.”

MOBILE COVERAGE

More than 50 MPs signed a letter destined for the Digital Secretary Matthew Hancock’s desk, expressing concern about the lack of progress made in rolling out 4G coverage to rural areas. The letter from the All Party Parliamentary Group for Rural Business said: “Today’s economy and way of life relies on access to effective mobile coverage. It is a utility alongside electricity, water and fixed-line broadband.”

INHERITANCE TAX REVIEW

A consultation hoping to simplify Inheritance Tax rules has been launched. The Office of Tax Simplification wants individuals as well as professional advisers and representative bodies to report their personal experiences and perceptions of the tax. The deadline for responses is 8 June.



OUR SOUTH WEST TEAM

In 2017 Carter Jonas strengthened its presence in the South West by attracting Humberts' Rural team to join its ranks.

James Stephen and David Hebditch instigated bringing the two teams together, a move which bolstered the firm's energy, experience and ambition in the region. One year on, the Rural View team headed to Taunton to meet some of those responsible for growing the business and hear about their progress.

Partner **David Hebditch** felt the time was right to join Carter Jonas and help expand the firm's offering in the South West.

It's a patch he knows inside out after growing up on the family farm near Taunton and spending 33 years with Humberts. Making the switch was not taken lightly, but he didn't want to let the opportunity to fill a gap in the market pass.

"Following a contraction in the market caused by mergers of other firms, I felt the mood among farmers had changed and they wanted more choice from a multi-discipline business," he said.

"The team that I worked with made it clear that they wanted to stick together so we are now creating a really strong regional brand.

"Looking forward, I think there is going to be a high demand for a quality and diverse service. The move by the Humberts team to a strong national firm has added a level of depth to our service offer."

Having held senior managerial roles for many years, David says he is enjoying the chance to work with more clients again. Farm and estate sales are his main focus, but he also manages several estates with long-standing clients who followed him when he changed firms.

"It's fun – I'm spending more time on client work rather than in meetings. This is the stuff I enjoy," he said.

"What I like about it is that it's hands-on management. That keeps me sharp on values, prices, cropping rotations – all that farming stuff I need to know. I'm also finding myself carrying out a lot of mediation work with families I've known for decades. This is a very personal business built on trust and relationships."

One year on from the changes, David says longstanding clients have been loyal and new business is building as more farmers become familiar with the Carter Jonas brand.

david.hebditch@carterjonas.co.uk



"It's fun – I'm spending more time on client work rather than in meetings. This is the stuff I enjoy"



“Brexit looks like yet another ‘speed bump’ along the rural business road”

Partner **James Stephen** who heads up the team agrees, adding that the expansion has given Carter Jonas the South West regional footprint it previously lacked.

“Every team in the region moved offices - even the Bath team relocated to a new site, so it felt as though we were all in it together and all working towards the same aim,” he said.

“We’ve spent the past year settling in and demonstrating what we can do for our existing client base, which we were keen to retain, but now we’re ready to grow.”

James, who originally studied zoology at Aberdeen University before retraining in estate management, has turned his attention to the future, accepting that uncertain times lie ahead.

Brexit will undoubtedly pose challenges for the industry but James is adamant that the team is well-equipped to steer farmers and landowners through changing times.

“Farming has had to deal with many challenges over the years from foot and mouth disease to the reform of the CAP, and Brexit looks like yet another ‘speed bump’ along the rural business road,” he said.

“The problem is that we don’t know how much we will have to slow down to get over the speed bump safely, nor how quickly we will be able to accelerate away on the other side. Indeed it seems likely that some sectors of the agricultural industry will be more resilient than others and I have concerns for lowland grazing livestock farmers in particular who are generally heavily reliant on agricultural support payments to return a profit.

“In this context people often ask me how they can ‘Brexit-proof’ their business and my thoughts are that where possible farmers need to create other forms of income so as not to be entirely reliant on agriculture. This is easier said than done, but many of our more successful clients have exploited

planning or other opportunities as they arise, whether that be converting barns for residential or commercial lets, or letting land for a solar park or wind turbines for example,” he said.

“Everyone needs a diversity of income streams and many successful businesses have already expanded along these lines. This will probably be ever more important going forward.”

However, farming is a long-term business and although some may fall by the wayside he believes that the majority will survive because farmers are remarkably resilient people and for some, these difficult times will turn into an opportunity as others leave the industry.

James explains that Carter Jonas is fortunate to have such a good blend of experienced staff as well as new emerging talent. “With the wide range of other services we can offer we are confident we can help guide our rural clients through whatever threats and opportunities may come our way in the coming years.”

“At the start of my career I worked for a small market firm in Somerset and I was very much a woman in a man’s world, which was daunting”



GETTING BUSINESSES READY FOR THE FUTURE

Associate Partner **Marie Handel** believes her farming background helps her communicate with farming clients and earn their trust.

“At the start of my career I worked for a small market firm in Somerset and I was very much a woman in a man’s world, which was daunting,” she said. “However if you know what’s happening on a farm every week of the year and can talk to farmers, you are quickly accepted.”

Living in-between her father and brother means that Marie is always on call to help out on their mixed farm, which is home to a prize-winning pedigree Dorset Down flock. Having worked in the South West for over 20 years, Marie joined Humberts in 2000 before moving across to Carter Jonas. Her work as an AMC agent sees her helping farmers secure long-term loans for up to 30 years.

“AMC tends to see beyond peaks and troughs in the farming world - we’ve seen a couple of years where milk prices have been really low but AMC accepts that farming is a long-term enterprise,” she said. A lot of her role involves discussing expansion plans with farmers, which inevitably means planning for the potential repercussions of Brexit.

“The three crunch points I always touch on are the labour market and whether or not a business depends on workers from overseas; subsidies and helping a farm become less reliant on them over the next couple of years; and looking at how much their market is affected by Europe,” she explained.

“We don’t know what is going to happen but we are getting people to talk about it at this stage as even those applying for a short-term loan will be affected in some way.”



Associate **Thomas Ireland** believes the next few years will be challenging for farming – not least for those looking to break into the industry.

He has worked for Carter Jonas for 15 years, beginning his career in Leicestershire before moving to the South West. The geology graduate completed his Masters course in surveying at the Royal Agricultural University and now spends the majority of his time carrying out valuations.

“It’s difficult for those who want to get into agriculture at the moment because as a generality only the larger businesses are profitable,” he said.

“I feel that Brexit and the changes the industry will be faced with may actually encourage and help young farmers, who are more likely to embrace technology and take a chance.”

Regardless of who is running the farming business, Thomas says they will need to be more business-focused than ever. “I recently heard about two farmers who were on the same milk contract - one made a £50,000 loss and the other a £80,000 profit,” he said. “There are some people out there doing a great job but you will really have to be at the top of your game to make a profit in the future.”

“There are lots of challenges facing young people in the farming industry but we have the opportunity to shape the future”





Like many members of the Carter Jonas team, Rural Surveyor **Nicola Palfrey** has a foot in both camps.

When she's not working in the Taunton office she might be lambing on her family's livestock unit or helping with the calves at her partner's dairy farm.

Well embedded within Somerset Young Farmers, Nicola has been able to use her skills to support emerging farmers. "I'm an AMC agent and we recently ran a farm finance workshop in conjunction with Somerset Young Farmers," she said.

"The idea is that we give them a basic understanding of loan applications, interest rates and how to prepare an application to borrow and an opportunity to ask questions."

Forty young farmers attended and feedback was good so Nicola is hopeful that it will now be run elsewhere in Carter Jonas' new South West patch.

"There are lots of challenges facing young people in the farming industry but we have the opportunity to shape the future," she added.

Associate **Jack Mitchell** is another ambitious young member of the team.

Just 28, he already has nearly a decade of experience. Most of his time is spent on farm sales – a job he says requires personal skills to handle sensitive and often complicated situations. "It's not just a case of selling something for the best price," he explained.

"The most rewarding part of the job is winning an instruction, building a relationship and taking a deal to a conclusion that suits all parties. You're dealing with the emotions someone has when they sell something they've built up or has been passed down the family. It's an incredibly personal business."

Farming is never far from his mind. His family runs a 600-acre mixed farm – a business which includes a diversification in the shape of an established farm shop. Winter weekends are spent helping manage the farm's livestock while a combine beckons in the summer. "Farming helps you to see how resilient businesses are and will have to be," he said. "We will see a bit of change going forward, but don't underestimate how determined farmers will be to survive."



oliver.mead@carterjonas.co.uk

A degree in medieval history is not the conventional route into estate management, but it worked for Bath-based Associate **Oliver Mead**.

It could be said that some of the work he carries out on behalf of his clients is unconventional too, such as buying commercial farmland to plant trees.

"I have two diverse clients – one is a charity which plants trees and it has a fairly hands-off approach to how I manage its four estates," he said. "The other is a more traditional family estate with 30 houses and let farms.

"I've learnt more about trees than I ever thought possible – my client does things on an enormous scale, for example, creating one of the largest native broadleaf plantations in the UK at nearly 1,000 acres.

"It's quite exciting because no one else is doing it." Oliver's involvement in both estates is detailed and ever-evolving. "We're trying to diversify incomes to make the estates more

resilient. They want to ensure their futures and to do that it's about trying to exploit every square metre."

Away from work his understanding of history is more relevant as a trustee of a local almshouse. "They were created in the 17th century to provide accommodation for the needy and I thought it was a worthwhile cause to support," he added.

Partner **Arthur Chambers** has a far-ranging brief which spans from Bath to Wales, but he can always be found back on the family farm every Sunday.

He moved from London to a farm on the outskirts of St Davids aged six and believes this early link to farming has given him a valuable understanding of what his clients are going through. "I took two weeks off over Easter for lambing - it always helps to trade stories with my farming clients!" he said.

Arthur's work with Network Rail in Wales has given him an appreciation of the demands on the UK's rail system

and how this could impact landowners in the future. "There is an increased amount of spending on large infrastructure projects such as HS2 at the moment and I think that will continue," he said.

"We live on an overcrowded island and our infrastructure in certain instances is poor. Our railway line was built by Brunel – we expect so much from it, but if you take a moment to step back and consider what it was designed to do and what we're asking it to do there is a huge difference."

The electrification of the rail network has posed many issues, all of which have created scenarios where Arthur has had to negotiate with landowners for access. From World Heritage sites that don't permit pylons to bridges that are too low and need to be jacked up or replaced, the scale and distance of the work carried out has been huge.

"With a background in farming, I am able to understand how these projects impact landowners and work with them to agree the best way forward."

"I took two weeks off over Easter for lambing - it always helps to trade stories with my farming clients!"

Left: caroline.lawrence@carterjonas.co.uk
Right: jessica.french@carterjonas.co.uk

“I believe that farmers should prioritise a work-life balance so I encourage them to always explore a better way of doing something”



ESTABLISHING A STRONG BRAND

Rural surveying is in **Caroline Lawrence's** blood. Shadowing her father and his colleagues during college holidays gave her a glimpse of what a career within the profession was like.

"It struck me that no two days are the same," she said. "You're in the office working on a rent review for a client one day, and the next you're out valuing an estate – it's the variety that appeals."

Caroline's brief as an Associate Partner based in Truro is broad. She specialises in a number of disciplines and covers the Isles of Scilly to the Cornwall-Devon border.

Much of her work hinges on 25 years as an AMC agent. "Borrowing for capital improvements or land purchases is often where the conversation starts but can lead to other things," Caroline said.

"Conversations can move into succession planning, creating tenancy agreements or more general consultancy. Maybe I appear inquisitive, but I'm genuinely interested in how farming businesses are run and how they can improve.

"I recently valued two farms which had solar leases. In the past I

would possibly have turned down the instruction but now I have renewable energy experts to examine the leases and advise the client. We didn't have that depth before."

Looking ahead, she thinks a change of government may have more of an impact on land values than Brexit. "The real threat might be significant changes to tax reliefs available to farmers," she said. "If we have a change of government that is a very real possibility.

"What we're trying to do is to work with other professional advisers to get our clients' businesses in shape so that they can be as agile as possible when things change."

One of Caroline's colleagues in Truro is Rural Surveyor **Jessica French**. Between them they are helping to build the Carter Jonas brand in a location where it was relatively unknown.

"We had a challenge on our hands at the beginning because Carter Jonas wasn't as well known in Cornwall," Jessica said.

"I've been working in Cornwall for six years and I'm from there originally so that has helped us spread the message."

She is focused on helping businesses improve in the run-up to Brexit - not necessarily through growth but through improved efficiency. "It's important to look at a business and its assets and ensure everything is working to the very best of its ability," she explained.

"I believe that farmers should prioritise a work-life balance so I encourage them to always explore a better way of doing something.

"Bigger isn't always better. There are some very good, efficient smaller businesses providing a great example."

Jessica believes the wide-ranging expertise and high level of transparency in the new South West office sets it apart from its competition.

"I would never advise a farmer how to farm," she said. "We're there to provide the very best guidance we can and work with other professionals to ensure everyone is heading in the same direction.

"As we enter a transitional period, where some farmers may decide they want to leave the industry and therefore will need the best exit strategy possible, or others potentially see opportunities and want to develop, we are ready to help people achieve their goals."

A NEW APPROACH TO LAND MANAGEMENT

Despite assurances that farm support will continue in the short term, the most progressive landowners are looking for clarity to inform decisions that will affect their businesses for years to come. LEAF chief executive Caroline Drummond and industry experts from the NFU and CLA consider the role natural capital will play in the future.

Whatever happens next in agriculture's policy environment, there is only one thing that is certain.

Things are going to change.

Defra Secretary of State Michael Gove is renowned for his green-tinted view of the world, and his keynote addresses on the farming conference circuit this year have reinforced that reputation.

The European rulebook being ripped up and re-written for the UK gives him the platform to heavily influence how farmland is managed for the next generation.

Most importantly for farmers, that hinges on how landowners will be eligible to claim a share of the £3.2 billion currently wrapped up in the Common Agricultural Policy.

Direct support for simply owning land is unlikely to be replicated. Farmers will have to deliver 'public goods' if they are to receive 'public money', Mr Gove has repeatedly said.

And if that's one buzzphrase farmers have had ringing in their ears for the past year, here's another they will be getting used to; natural capital.

Widely used in other industries, natural capital is a form of accountancy which assigns a value to an asset.

In the case of farming this will include measures that farmers are already familiar with – enhancing natural habitats, reducing run-off, cleaning up watercourses and improving soils, for example.

But it's likely to go much further than that.

If a natural capital approach influences future environmental policy – and therefore support payments –

it is likely to reward those who can demonstrate they are improving the natural environment.

With the name Linking Environment and Farming (LEAF), you might expect the company's Chief Executive Caroline Drummond MBE to be enthusiastic about the direction of Mr Gove's travel.

But Mrs Drummond, who oversees the operation which works with farmers, the food industry, scientists and consumers to enable sustainable farming, thinks there is a balance to be struck.

"Since the days of A G Street in the 1940s and 50s farming has had recognition for maintaining the environment as a public good," she said.

"I think it's important but we must not lose sight of the fact that the UK is highly productive, proficient and professional in the production of crops, fibre and food and from that perspective we have got to get the balance right."

While she acknowledges the role policy has to play, Mrs Drummond thinks farmers need to be inspired to innovate, not told how to farm.

"Legislation is the driver of change but it shouldn't be the reason why you farm or make the decision that you're farming.

"The motivators are making sure the system works, showing other farmers how you do it on your farm, and generating ideas and decisions for others to develop.

"Then you get to the marketplace – do consumers want what you are producing in the way you are producing it? That is a very strong driver. If all else fails, then legislate."

So what can be defined as a farm's natural capital, and how can farmers enhance it?

The government has been clear in its commitment that it wants to leave the environment in a better state for future generations, but that goes further than maintaining hedges and buffering watercourses.

The big winners under a natural capital approach could be those who can introduce measures that reduce flood risks or create woodlands that capture carbon or pollutants from large infrastructure.

"The challenge we currently face is that we haven't clearly defined what public goods the government wants us to deliver against," said Mrs Drummond.

"None of that has been clearly articulated. We can make good metrics but we have to be cautious.

"We have lots of data and information being captured through the Farm Business Survey and biodiversity plans, for example, but we haven't seen consistency in the measurement required from farmers.

"Farmers will innovate if it impacts and delivers for their business."

WHAT DO INDUSTRY BODIES SAY?

The NFU says that future environmental policy should consist of a mix of measures, including a farmed environment scheme, industry-led action and science and innovation.

It adds that new market approaches, which may be funded through the private sector, could include those based on natural capital.

Chief Environment Officer Diane

Mitchell said: "A more business-to-business transaction may be attractive to many farmers but the challenge will be to develop this approach so it can go hand in hand with food production, ensure farmers can remain responsive to commodity market demands, deliver a fair financial payment for the services provided and minimise administrative costs.

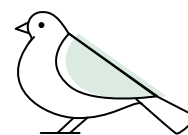
"Over the past 30-40 years, farmers have carried out a huge amount of work to encourage wildlife, benefit the landscape, soil and water and reduce their impact on the climate. In future, we recognise and acknowledge that the challenges will be broad and varied and that environmental delivery will have to do more, including on developing our natural capital assets such as soil and biodiversity."

Jonathan Baker, the CLA's Senior Land Use Policy Adviser, said some large landowners and institutions have begun accounting the natural capital of their asset, but that the majority of smaller farms and estates would see limited benefit.

"The things that are holding it up are data availability, quality of information and familiarity with the concept."

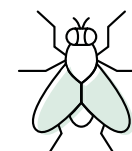
Mr Baker said the CLA would prefer to see a different approach and has put forward the idea of a land management contract.

"It's sprung from the natural capital conversations and ultimately aims to deliver the same things but we feel is a more appropriate way of framing it. It's a way of incentivising land managers but more of a contractual relationship."



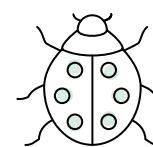
60%

of arable and mixed farmers support farmland birds through supplementary feeding and wild bird seed mixes.



65%

of farmers have sown flower-rich mixes to support pollinators.



81%

of livestock farms have fertiliser-free permanent pasture, benefiting wildflowers and insects.



From veganism to a backlash against plastic, consumers have opinions and they're not afraid to use them. So should farmers prepare for a change in buying habits? With help from Kantar Worldpanel, experts in shoppers' behaviour, we reveal what's really going on.

We live in a brave new world with social media at the helm, giving everyone a public platform on which to air their views. With so many opinions and voices competing, the ones that rise to the top are often those who have claimed victory in the battle of 'who shouts the loudest' and therefore you could be forgiven for assuming the vast majority of the British public is now wholeheartedly pursuing a vegan, purely plant-based lifestyle. However, whether this translates into the need for farmers to change what they produce for their customers is another question.

PLANT POWER

One only has to look at the current hype surrounding veganism to see that what was once an overlooked dietary option is now a category in its own right.

Veganuary at the beginning of the year saw a variety of new products pushed onto shelves as retailers capitalised on the trend; for instance Tesco launched 'Wicked Kitchen', its own vegan range.

However, before livestock producers start rethinking their business models, it's important to point out that the number of participants who registered as taking part in the official event was relatively small; 168,500 people across

165 different countries.

Full time veganism is still a diet only adopted by the minority. So why are the supermarkets embracing vegan-friendly meals to such an extent? Because the rise in demand for vegan food is not driven by an increase in the number of people adopting this diet full time, but a rise in the popularity of 'flexitarianism'. Around 29% of our evening meals are now believed to be vegetarian; a figure which has grown over the past few years but spiked last year when we ate an additional 200 million meat-free evening meals.

This increased desire for plant-based meals is translating into notable

differences in consumer behaviour. Meat-free products, such as Quorn™ meat substitutes, are growing strongly, with shoppers spending an additional £30m on these year-on-year.

Meagan Hempenstall, Brand Project Director at Kantar Consulting, said: "Flexitarians are those looking to reduce meat consumption, but not become completely vegetarian or vegan. Interestingly, we found several drivers behind this trend, but 'ethics' isn't one of the main ones. Unlike vegans, who are mainly motivated by moral reasons, flexitarians have a myriad reasons for choosing their diet."

Indeed, the rise of veganism doesn't actually appear to have affected meat consumption at all. Fresh meat and poultry had a strong year in 2017, with the volume sold growing faster than can be explained by population growth (1.8% vs 1%). The United Nations Food and Agriculture Organisation reports that meat production has quadrupled in the past five decades and projects growth of as much as 60-70% in the next five years.

Meagan explains that flexitarians don't typically focus on cutting a food group out of their meals. Their interest lies in exploration and trying new things. "Millennials and foodies in particular are simply trying to branch out from a meat-and-two-veg approach to dinner time," she said. "Brands should consider focusing on the 'new, exciting, delicious' labels rather than meat-free or vegan."

MILKING IT...

If the desire to try new things is a motivator for consumers, then another is surely ease and saving time. Beef and sheep farmer Sylvia Crocker, driven by a desire to help struggling dairy farmers, recognised this consumer trait two years ago when she convinced her local Tesco in Launceston to stock milk in its 'food to go' section.

"Lots of people want to pick up a pint of milk quickly for all sorts of reasons - this way they don't have to

go all the way to the dairy aisle," she said. "But I also wanted to highlight the struggling price of milk, because at the time it was only 45p a pint, which looked terrible when put next to the £1-plus fizzy drinks."

Feedback at this particular store was strong, with milk sales rising and staff needing to refill the fridge several times a day. Fuelled by support from other shoppers, Sylvia turned her attention to the rest of the country, determined to convince retailers that this small change could make a huge difference.

"One of the earliest conversations I had was with a store manager at Tesco who said there was no demand for it," she said. "I explained that you can't have a demand for something that's not there! I told him this would nurture relationships between the supermarkets and the consumer, particularly farmers, because it was doing something positive at a really bad time."

Sylvia has kept up the fight and numerous supermarkets are now embracing the move, with Waitrose recently confirming that they are trialling it in 60 stores.

"The price of milk has changed considerably in two years but we still need to highlight the health benefits of milk, as 170 children are having their teeth taken out every day," Sylvia said. "Most of our campaign's success is down to pester power and by spreading the word on social media."

In terms of buying habits, it would appear that the answer to the perennial question "What does the consumer want?" is simple. They want everything. This desire for whatever they want, whenever they want it, will create opportunities rather than negatively impact on any one sector, which is great news for farmers and growers. However retailers won't get off so lightly. Gone are the days when consumers simply judge supermarkets based on what they can put in their trolleys. The consumer expects more - more choice, and also more accountability.

PLASTIC (NOT) FANTASTIC

Anyone who thinks consumer pressure can't change the way food and drink is produced and sold should look at what's happened to plastics in the past year.

The call for a reduction in plastic products shows no signs of disappearing. Spurred on by David Attenborough's *Blue Planet* which depicted a hawksbill turtle becoming tangled in a plastic sack, the backlash was so strong that the government announced in its Spring Statement earlier this year that it would hold a consultation on plastic.

Rural businesses have been forced to react; Riverford Organic Farmers, renowned for its environmentally-friendly approach, apologised for 'drifting' into using too much plastic packaging because of reasons including separating allergens and reducing wilting and waste. Founder Guy Singh-Watson wrote: "But we've drifted too far and need to challenge those pressures. That should have come from me but I am ashamed to say it has come from feedback from you, our customers. Please be assured that we have woken up."

Since its apology Riverford has started making changes. Separate items such as cucumbers and cauliflowers will no longer be wrapped in plastic. Riverford packaging technologist Robyn Copley-Wilkins said: "We did some tests and found that, by and large, these items are well-enough protected by the cardboard veg boxes."

She added: "We're glad to have identified some unnecessary plastic - it's another step on our journey towards reducing all our packaging."

ANOTHER SIDE TO THE BUSINESS

He feels most at home when surrounded by lavender fields and apple orchards, so why does Carter Jonas' Head of Infrastructures get a kick out of big ticket construction projects?



"I genuinely wonder at the things people can't see," says Mark Hall-Digweed.

"Crossrail, tunnels, the foundations of the Shard – these huge projects where 99% of the work and intellect goes into the stuff you wouldn't even know is there."

As head of Carter Jonas' Infrastructures team, Mark's passion for the practical can be traced back to his youth.

He grew up on a small, mixed, tenanted farm run by his grandparents in the Cotswolds and spent his early working years in agricultural engineering and tree surgery.

At 29, he found himself in a farmyard on his hands and knees throwing logs into the back of a Land Rover and knew it was time for a change.

"I went to Harper Adams University as a mature student before going to Wessex Water, Alder King Rural and Dreweatt Neate which subsequently merged with Carter Jonas," he said.

Since joining the firm Mark has seen his division grow significantly.

"I think it's because of the commitment we show," he said. "We are different from other firms because we are very customer focused.

"It's also because we look for the edge, whether that's recruiting the best people or making use of technology."

Mark's relationship with Network Rail, acquiring land and depots, really set the tone.

"We did some initial work with them and within a year had 100 land acquisition cases on the go," he said. "We now have 65 people in the team and it has grown completely organically; no acquisitions or mergers."

There have, of course, been further catalysts to the rapid growth of Carter Jonas' infrastructure arm.

"HS2 was one of the first major pieces of business I was involved in," Mark, who is based in the firm's Birmingham office, explained.

"I was called to a meeting in London in a room four storeys below ground and on these long tables were the original plans for HS2, before it became public knowledge.

"My core sense of value is based on creating, doing and seeing something done, so I need farming to satisfy that."



"To stay at the meeting we had to sign a non-disclosure agreement, which I did, and it went from there.

"It was a slightly odd situation for me as I was usually wearing a pair of wellies."

Now the wellies are saved for weekends when Mark continues to exercise his passion for farming on 15-acres of lavender and apple trees in Cornwall.

"I have always wanted to farm. I just love it," he said.

"My wife and I honeymooned in France, and after a week walking around some wonderful hillsides swathed in blue in Abbaye De Sénanque we were sold on the idea.

"My uncle used to manage two thousand acres in the Cotswolds and there is a lavender farm there.

"After looking at the soil type and climate I thought if you can grow it there we can grow it in Cornwall too.

"I have never seen myself as a consultant. My core sense of value is based on creating, doing and seeing something done, so I need farming to satisfy that."

Retaining that connection to the countryside has helped Mark and his team, which regularly deals with sensitive issues such as compulsory purchase orders (CPOs).

"You could describe it as buying houses and businesses but in reality it's homes and dreams we are dealing with.

"I've represented both sides in negotiations and one of the things I like to think we bring to the table is a sense of equality and fairness.

"For example we've lobbied to change the approach to compulsory purchase, helping to set up rural hardship schemes and provide empathy training to all our surveyors."

It's those people skills and delivering a quality service that gets Mark out of bed in the morning.

"I've been asked a number of times what I enjoy most about my job and my answer has always been helping and watching other people develop – it's great."

He has eight direct reports but

sets a wider culture of professional development. Under his stewardship Carter Jonas has set up an academy to develop young talent.

"There's a shortage of people with relevant experience in compensation and compulsory purchase," he said.

"The core change over the next ten years will be about the movement of electricity – whether it's systems for cars, trains or commercial vehicles. The change to battery is going to be huge"

The Carter Jonas Academy was established in 2016, and covers every step of the compulsory purchase process from promoting a CPO to preparing for tribunals and handling settlements. The course consisted of nine workshops over 18 weeks. Interestingly 50% of the attendees were clients.

"Since then the Royal Agricultural University in Cirencester is now using part of the course, as well as Oxford Brookes," he said.

Mark's team is involved in some large scale projects, some of which pose unique challenges to the people involved.

One such example is laying a 60km electrical cable across the sea from the UK to Belgium to connect two grids together and facilitate trading during peaks and troughs in demand.

Avoiding unexploded bombs and the war graves created by planes shot down into the sea during WWII are just a couple of those challenges.

But alongside the big ticket work with Network Rail, Highways England, Severn Trent, National Grid and the like, there are about 60 smaller projects with local utility companies and local authorities.

"One example is Hertfordshire

County Council where we have been instructed to identify and acquire sites for 3 schools," Mark said.

How the company builds on the platform Mark's team has created will depend significantly on government policy, technology and the demands of a growing population.

"By the end of this financial year we will be one of the top four advisory businesses for this type of work in the country," he said.

He sees no let-up in the need for infrastructure around metropolitan areas such as London, Birmingham and Manchester, as well as other areas of the UK.

"People won't always find work where they live, the population density is too great and people will increasingly need to have the flexibility to work from home," he said.

"For this they need connectivity – so whether it's projects such as fibre enhancement, road improvements, rail – moving people or data around the country is going to be hugely in demand."

Taking a more holistic view, Mark sees the demobilising of petrol and diesel vehicles to electric as one of the big shifts he will see in his career.

"The core change over the next ten years will be about the storage and movement of electricity and data, whether its systems for cars, trains, commercial vehicles or property.

"The change to battery is going to be huge. We've already heard from JLR, VW and Volvo who are all mobilising towards electric.

"This is raising challenging questions: How do we charge and connect all these things? We are short of electricity, communications capacity and grid. There is going to be a need for more local production and 'smart grid' networks, PV panels on roofs of cars and buildings, integrated battery systems. What will happen to forecourts and service stations? How will revenue be raised to replace fuel duty?

"These are all questions that have to be answered and change will be fast."



THE DEVIL'S IN THE DETAIL

The first half of the year has seen a flurry of new legislation, consultations and influential reports. Here are eight new pieces of legislation that could impact the future of farmers and landowners...

1 HEALTH AND HARMONY: THE FUTURE FOR FOOD, FARMING AND THE ENVIRONMENT IN A GREEN BREXIT

A hugely important document, this paper set out the government's stall on farm policy post-Brexit. Defra Secretary of State Michael Gove had already paved the way for this paper in speeches throughout the year, during which he outlined his intention to create a system of public payments for public goods, with the environment at its heart. Launching *Health and Harmony* he said: "The proposals in this paper set out a range of possible paths to a brighter future for farming. They are the beginning of a conversation, not a conclusion and we want everyone who cares about the food we eat and the environment around us to contribute." The consultation closed on 8 May and rural businesses await the government's findings.

2 25 YEAR ENVIRONMENT PLAN

Another key document with the environment at its heart, the 25-year plan outlined how the government will achieve its aim of being the first generation to leave the environment in a better state than it found it. Most agreed with the sentiments at the heart of the plan, but many fear it contains too much 'blue sky thinking'. Tenant Farmers Association Chief Executive, George Dunn said: "No one can disagree with the goals of the 25-year plan. Clean air, clean water, thriving plants and animals and a cleaner, greener country are in all of our interests. However, these goals are not being achieved to the extent desired because the markets for the goods and services we consume on a daily basis fail to take proper account of these issues."

3 FARMING RULES FOR WATER

Defra's new rules for water came into force on 2 April for all farmers in England. Put in place to fulfil obligations on diffuse pollution under the Water Framework Directive, the industry agreed with the sentiment behind the changes but questioned the timing. "We are encouraged by the fact that the new rules will provide farmers with an advice-led approach to demonstrate best practice, but surprised that they are being introduced ahead of our exit from the EU," commented NFU Environment Forum Chairman Mark Pope.

4 PERMITTED DEVELOPMENT RULES

The time is now for any farmers hoping to convert redundant farm buildings into residential dwellings as recent rule changes mean that up to five homes can be created without securing full planning permission. Although landowners are advised to read the small print carefully this has been greeted with enthusiasm. "This is great news for rural communities, as it will create new housing in rural areas where local people often struggle to find homes, supporting the rural economy by keeping people in those areas," said Kate Russell, Policy and Technical Adviser at the Central Association of Agricultural Valuers.

5 NATIONAL PLANNING POLICY FRAMEWORK CONSULTATION

The government has voiced its intention to kick start a 'housing revolution' and this consultation looked at maximising the use of land, strengthening protections for Green Belt and making the planning process more transparent. "This government is determined to fix the broken housing market and restore the dream of home ownership for a new generation," said then-Housing Secretary, Sajid Javid. "There is no silver bullet to this problem but we're re-writing the rules on planning so we can take action on all fronts."

6 THE UNIVERSAL SERVICE ORDER

Poor broadband is the bane of many a rural dwellers' existence but this Order means there is now a legal obligation for everyone to be able to access universal broadband of at least 10 megabits per second (Mbps) by the end of 2020. "This commitment to universal broadband has been government policy for some time but it is still satisfying to see the enacting legislation laid," said CLA President Tim Breitmeyer. "It means that the principle is now enshrined in law that no home or business should be left behind in the modern economy. However, our campaign continues. While a minimum 10 Mbps download speed is adequate for now, that will change in the relatively near future."

7 FLY TIPPING

And while we're covering banes of rural life we quickly proceed to another: fly tipping. Proposals unveiled at the start of the year detail new powers to tackle waste crime after statistics revealed it cost the English economy more than £600m in 2015. "Waste crime and fly-tipping blight our communities and spoil our countryside, and we need determined action to tackle it," said Environment Minister Therese Coffey. These new powers for the Environment Agency will curb the rise of waste sites that continue to operate outside the law."

8 RENEWABLE HEAT INCENTIVE (RHI)

Reform to the RHI Regulations have now been affirmed by the Houses of Parliament and will come into force on 22 May 2018. The regulations reset the tariffs to June 2016 levels and make a number of changes, one of which is the introduction of the tariff guarantee (TG). TG's will now be available to a number of technologies including biomass (>1MW), biogas (>600kW), new solid biomass CHP and biomethane. These are a welcome addition to the scheme and will enable developers to secure RHI rates and ensure eligibility to the scheme in advance of reaching financial close.

A man and a woman are featured in a vibrant, abstract background. The man, on the right, is wearing a dark suit and a white shirt, smiling broadly. The woman, on the left, is wearing a dark patterned jacket and a purple scarf. The background consists of bold, colorful shapes in shades of green, yellow, and purple. A white dotted rectangular box is superimposed over the scene, containing the text 'Festivals, FAMILY & FARMING'. The word 'Festivals,' is written in a white cursive font, while 'FAMILY' and '& FARMING' are in a white sans-serif font.

Festivals,
FAMILY
& FARMING



The dairy farmer behind one of the world's biggest music festivals chats to his grandson, Tim Brooksbank from Carter Jonas, about how his life has taken many unexpected turns.

"There's a crisis in my life every 15 minutes," said Michael Eavis, the 82-year-old dairy farmer and creator and founder of the famous Glastonbury festival, bursting with laughter.

It echoes around his office at Worthy Farm; a building perched on top of a hill overlooking the skeleton of the world-renowned Pyramid Stage.

It's a chilly April morning, but Michael sits in his trademark shorts talking to Tim Brooksbank – one of his 19 grandchildren – listing the day's jobs. They are jobs that will undoubtedly create further crises.

Amid all the glitz and glamour of putting on one of the world's biggest music festivals, it's easy to forget that 1,000 dairy cows are the true heart of the site.

"We have been farming here for 150 years and I want to keep that going," Michael said.

"It provides a lot of employment and brings life to the farm. Let's be honest it would be a pretty boring farm without the cattle here."

Michael was thrown in at the deep end when he was 19.

His father died and, as the eldest of four children, he was called back from the Merchant Navy to take control of the farm.

"My mother thought I was the one who was most likely to make it work – she was good judge of character!"

Another big laugh fills the room. "I milked for 40 years non-stop – farming is in the blood. But running the festival takes every ounce of my energy now."



Two managers oversee all dairy affairs, milking the Friesians twice daily to supply Medina Dairy which bottles and sells fresh milk predominantly across south-east England.

Michael knows the way his farm is set up doesn't pay, but continues to see it as an important part of the bigger picture.

"Of course the farm and I wouldn't be here now without the festival, but farming is what I like doing and I'm incredibly fortunate to be able to keep going," he said.

"If I can get 30p/litre for my milk then I think I'm in profit but we have invested heavily in the dairy and farming is a lot more expensive now than it used to be.

"Maybe if you are on your own and have 100 cows like I once did then you can do well with no staff costs.

"I'm lucky to have the people I have and am able to pay them proper wages so that they stay here and I don't have to give my whole life to the cows."

Given the relatively privileged position Michael now finds his farm in, you would be forgiven for thinking that Brexit doesn't come into his thinking.

But he worries for his fellow farmers.

"I'm terrified of Brexit," he said. "A lot of farms are going to struggle because I think there is going to be cheap food coming in and I don't think there will be enough support for British farming.

"It might not be as bad as I'm predicting but I worry about the ordinary farms that don't have a sideline."

He is not planning any significant changes to his farming business in light of Brexit, but is building an anaerobic digestion plant to supplement his solar panels and create more electricity for the site.

Just as the cows wouldn't be here without the festival, the festival wouldn't be here without the cows.

When Michael and his second wife, Jean – Tim's grandmother – decided to run their own festival for the first time in 1970 it was Michael's milk cheque that paid the headline act.

"I had the Kinks booked but they cancelled when they heard it wasn't much of a do.

"They said they had laryngitis – all four of them," he roared.

"Marc Bolan from T-Rex was going to Butlins in Minehead and happened to be passing through and I somehow got him to agree to play.

"We only had 500 people turn up so I couldn't pay him, but he was absolutely brilliant. Instead I agreed to give him £100/month from my milk cheque."

Things are very different now, but Tim says Michael hasn't changed much as a result of the festival's success.



“When Michael and his second wife, Jean – Tim’s grandmother – decided to run their own festival for the first time in 1970 it was Michael’s milk cheque that paid the headline act”





“About 100 permanent staff are employed but that number swells to 30,000 when 175,000 music fans arrive and swarm over the 1,200-acre site”

Few people have a better understanding of what the festival means than his family, most of whom have a direct involvement in it.

An opportunity, which arose through the festival, has helped shape the future of Tim’s parents’ business.

“My parents have a wine business which stemmed from growing grapes on the farm,” Tim said.

“Michael said he needed wine at the festival and encouraged them to sell it at Glastonbury.

“Since then we have been to events all over the country and they have expanded and now make over 100,000 litres of wine for vineyards across England.”

Working within his parents’ business has also helped Tim’s own career at Carter Jonas.

As a Senior Surveyor in the firm’s Bath office he handles negotiations, leases and sales of retail space between tenants and landlords.

“There are many examples of food and drink businesses that started at Glastonbury and now want to expand in to having permanent units in Bath and surrounding towns and cities,” he said.

“I handle some of those accounts and try to apply what I learnt from working within my parents’ business when handling negotiations between landlords and potential tenants.

“What we want to see is an agreement that creates a successful retail unit.”

Being an incubator for successful businesses is something Michael is

very proud of.

He sees the waves his 48-year-old festival makes in the surrounding countryside.

“For Somerset, it brings in £100m. It’s a huge economic boost,” he said.

“It creates a lot of employment within a 20-mile radius of this farm and I rely on these people to be able to do what I do.”

About 100 permanent staff are employed but that number swells to 30,000 when 175,000 music fans arrive and swarm over the 1,200-acre site – 700 acres of which is rented from neighbouring farmers. In a fallow year, such as 2018, the site is busy, but calm.

Looking to the future, Michael has no plans to retire any time soon.

The festival isn’t the only diversification project Michael is working on. He’s building 50 new houses for “ordinary, working, local people” to rent.

Owned by the Guinness Trust, they are being built on farmland Michael has gifted with stone from his own quarry.

“These houses are a big thing in my life and I want to get them done,” he explained.

It will be his permanent, visible legacy in the local, rural community and yet another example of how the success of the farm reverberates around Somerset.

Tim Brooksbank is a Senior Surveyor in our commercial team based in Bath. tim.brooksbank@carterjonas.co.uk

A REVOLUTIONARY APPROACH

How automotive and roller coaster technologies came together to train the next generation of racehorses



*Simon Turl is a Partner in our
Architecture team based in Oxford.
simon.turl@carterjonas.co.uk*

Many ascribe to the view that opposites attract, but a suggested union between horses and roller-coasters is where most would draw the line. However a new horse training system near Lambourn in West Berkshire, otherwise known as 'The Valley of the Racehorse', has proved revolutionary, even in an area boasting 1,500 stables.

The £6.5 million Kurtsystems pre-training system is the passion project of Turkish businessman Mehmet Kurt. Concerned about the potentially career destabilising injuries picked up by yearlings before their racing career had even begun, he envisioned a state-of-the-art system that would safeguard their still-maturing limbs.

"I became determined to better prepare them for training"

"These young horses couldn't bear the weight and exercise regime in the early months of training as their musculoskeletal systems had not yet matured," Mr Kurt said.

"I became determined to better prepare them for training by developing their musculoskeletal systems using an initial "pre-training" phase. I felt that if we could pre-train the young horses using an entirely mechanical system, we could then introduce gentle speed and light weights, and then gradually increase them in a controlled and sustained manner. But – this would require new technology."

RUNNING MATE

A phone call completely out of the blue was how Simon Turl, Partner in the Carter Jonas architectural team, first heard about the project.

"When the Kurt Systems UK team visited us from Turkey to tell us about the exciting scheme they were trying to put together we were obviously very

keen to be involved," Simon said.

"We hadn't done anything like this before but neither had they - it was a world first."

Mr Kurt envisioned a structure that would keep the horses safe from the threat of human error, closely monitoring their physiology using customised electronic fitness monitoring equipment in order to build their strength gradually.

Consisting of an 1.5km oval track featuring a monorail hung training system, five, two-horse training cabins, would be suspended from the rail and attached to each other. A drive unit large enough to accommodate the operator of the system and up to five observers dictates the pace the system travels at, speeding up and slowing down in accordance with the horse's training regime.

It was now over to the team at Carter Jonas to make this dream a reality.

FIRST HURDLE

Of course, before the project could really get started the team needed to clear the first big jump; securing planning permission. "Several public footpaths go across the site, which meant there could be close public scrutiny of the building," Simon said. "From a design perspective, we integrated a roof on the system which we probably wouldn't have done ordinarily. It was in three shades of green to try and reduce the visual impact on the surrounding hillsides."

Once planning permission was secured, Carter Jonas set about orchestrating a team of experts to get the project off the ground.

"From a German roller coaster system to a car precision engineering company in Essex, the project saw experts come together from around the world to create a scheme that is unique in its own right," Simon said.

A RUN FOR YOUR MONEY

Work began on the site in October 2015. "The construction itself is actually simple - there's just a lot of it!" said Simon. "The groundworks was

the most complicated aspect and getting the levels right; the actual physical design of the buildings was relatively straightforward."

"We hadn't done anything like this before... it was a world first"

The challenge for the construction engineer was taking into account loadings that wouldn't normally be present on buildings. "The system is effectively a suspended roller coaster - if you think of a roller coaster frame, when a vehicle comes to a stop it has to come to a stop quickly, for instance in an emergency. If a horse stumbles, we needed to be able to hit an emergency stop and for the system to halt immediately. That momentum then gets transferred into the structural frame, which generates a load on the building you wouldn't normally have."

Simon admits that issues arose once construction began, none of which were helped by the particularly wet weather experienced that winter. "Surface water was running off the site and impacting progress," he said. "This started to cause problems with stability and there were also issues with the electricity supply.

"There were lots of challenges, but there are with every project - nothing gets built simply!"

AND DOWN THE STRETCH THEY COME...

Despite the odd stumble, the finishing line was soon in sight and the system was finished by January 2017.

Officially opened by Princess Royal on 1 February 2018, the system has been admired by influential figures across the racing industry.

"We're very proud to have been involved in what is effectively a unique development," Simon concluded. "It's fantastic to see it up and running and being used for what it is designed to do"

THE G

GAM



AME
FAIR

E O N

It's not every day a British institution turns 60 but The Game Fair is set to prove that age is just a number



This year's Game Fair is set to be the best yet as the event prepares to celebrate its 60th anniversary.

The annual gathering, which will take place at Ragley Hall in Warwickshire from 27-29 July, is ready to unveil several new features to mark the occasion, as well as welcome back some old favourites.

One returning fixture will be The Carter Jonas Game Fair Theatre, hosted by the Fieldsports Channel's Charlie Jacoby. Last year, highlights included a controversial appearance by Nigel Farage who entertained the audience with tales of sea fishing and a multimedia approach which saw *The Times'* rambling correspondent Christopher Somerville discuss his favourite pastime, while reaching his daily step count on a treadmill.

"We had some super people last year and we're hoping to get even more this year," said Charlie. "We will cover some terrific stories from the heart of the

countryside and the worlds of hunting, shooting and fishing. We will also be covering planning in the green belt and how landowners can take advantage of revenue and costs savings from renewable energy, including battery storage, which will be in high demand as the government realises its vision of the UK driving electric vehicles in the not too distant future.

"The theatre was a great success last year" said Tim Jones, Head of Rural at Carter Jonas. "For us it's the ideal event to meet with our clients and other consultants, while working with Charlie and The Game Fair team, to ensure a packed programme of topical content."

The organisers of the event are confident that The Game Fair as a whole will continue to grow in popularity and thrive beyond another 60 years.

The 60th anniversary will be celebrated by the launch of the very first Game Fair Museum. "It will include curious items and facts from The Game

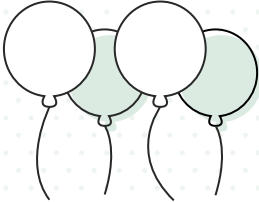



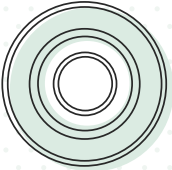



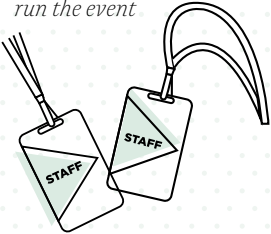

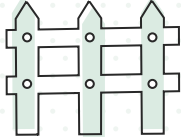




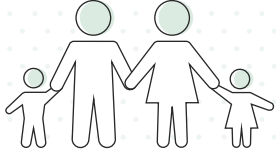
Fair's past, including shooting, fishing, falconry, gundogs and more," said event Managing Director James Gower. "The museum will be curated by writer and broadcaster Bill Harriman, a regular on *BBC Antiques Roadshow*."

New for 2018, The Game Fair Enclosure will be taken over by iconic jazz club Ronnie Scott's in the evenings.

"The team work hard to refresh the core features year-on-year," said James. "There is no other comparable event in the UK in terms of scale, content and quality. The core elements including clay shooting, falconry, fishing, equestrian, gundogs and serious debates remain at the heart of the event."

As a special offer to Rural View readers, you can buy your tickets at a discounted rate of £25 rather than £34. Go to carterjonas.co.uk/rural-view and use the promotional code 'CJ2018'. Our team looks forward to seeing you at the event!

THE GAME FAIR IN NUMBERS

<p>4.97 miles. The size of the showground</p> 	<p>5,000 The number of teas and coffees consumed in the VIP enclosure at The Game Fair last year</p> 	<p>60,000 Game Fair visitors own dogs</p> 	<p>5,760 The total length in metres of shop fronts which will house 850-900 trade stands</p> 
<p>0.5KM The length of the Clay Line in 2018</p> 	<p>2,000 The number of VIP lunches eaten last year, which included 300 dressed crabs and 1,000 aranchini balls</p> 	<p>£800 The budget for the first Game Fair in 1958</p> 	<p>1,650 metres of tented shopping bays will be put up for this year's event</p> 
<p>150 The number of temporary staff employed to build and run the event</p> 	<p>140 tonnes of rubbish is collected during and after The Game Fair. Over 80% of this is recycled</p> 	<p>3,500 metres of timber fences will be erected this year</p> 	<p>40 separate loads of Game Fair equipment will be transported on articulated lorries to the site</p> 
<p>60 The number of years The Game Fair is celebrating this year</p> 	<p>8,000 The number of visitors at the first Game Fair in 1958</p> 	<p>116,236 people visited The Game Fair at Hatfield House last year over three days</p> 	<p>125,000 Predicted attendance at The Game Fair 2018</p> 



SHEEP

WE DON'T EMPLOY THEM

Whoever coined the phrase 'wisdom of crowds' was guilty of some woolly thinking.

True wisdom comes from standing apart and challenging the norms. Which is why you'll never find our team of extraordinary rural property experts merely following everyone else.

carterjonas.co.uk/farm-consultants

Follow us on Twitter,
LinkedIn and Instagram



Carter Jonas