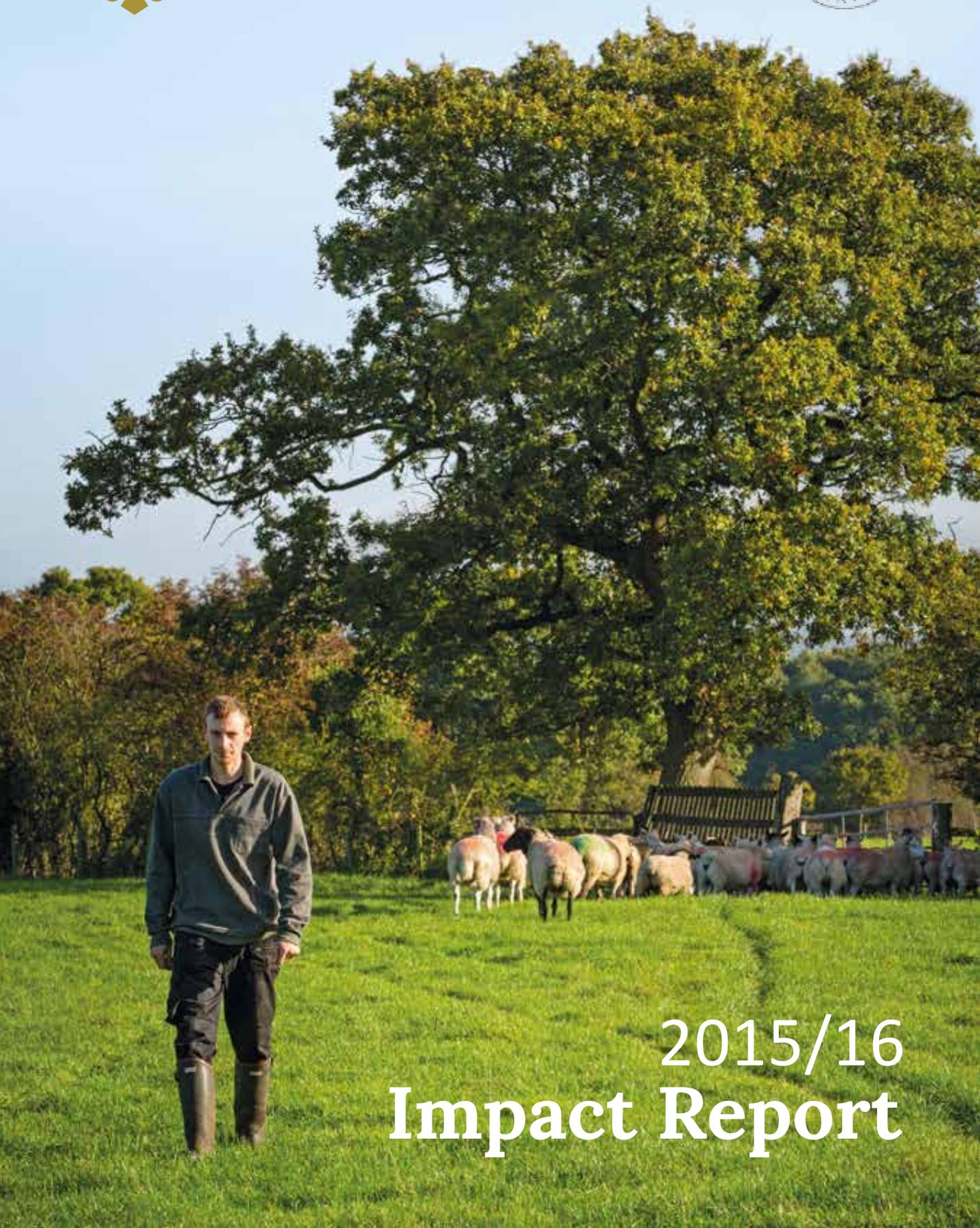
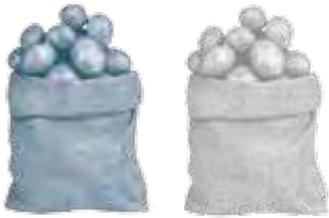


THE PRINCE'S
COUNTRYSIDE
FUND



2015/16
Impact Report

The need



Half of UK farms no longer make a living from **farming alone**



7 out of **10** villages in England no longer have a **shop**



Small and medium sized family farms average farm income fell **below £20,000** for the first time since **2007**

Farm borrowing levels have **almost**



in the **past 10 years**



2015 December **floods** caused an estimated

£500 million in damage costs

1/3

of rural households **don't have** a **convenience store** within **4km** of their home



17%

of farms do not have the ability to pay off their **short term debt**

About us

Established by **HRH The Prince of Wales** in 2010, The Prince's Countryside Fund exists to improve the prospects of family farm businesses and the quality of rural life. Our vision is of a confident, robust and sustainable agricultural and rural community which is appreciated for its vital contribution to the UK. In 2015/16:



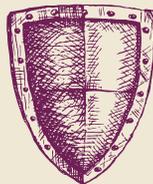
We provided over **£1.4 million** in grant funding to support creative and innovative rural projects



We **brought together** individuals and businesses to help us tackle **current** challenges



We undertook **research** into issues affecting **farming** families and rural communities



We delivered our own **projects** to help farm businesses become more **resilient**



We were there in a **crisis** thanks to our **emergency fund**



We **inspired** young people through **apprenticeships** and training

Patron

HRH The Prince of Wales



Board of Trustees

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Mat Roberts
Director of Sustainability Strategy, Interserve plc and Landmarc Support Services Ltd

Brian Stein CBE (retired Sep 2016)

Allan Wilkinson
Head of Agriculture for HSBC Bank plc



The Fund would like to thank Business in the Community for providing support and services to the team.

Message from our chairman

Firstly, it is an immense honour to be appointed chair of a charity which has made a remarkable contribution to the future of our countryside and British farming. I would also like to extend my enormous gratitude to Lord Price whose inspirational chairmanship, sure counsel and sound judgement have driven the creation and continued growth of the charity and ensured a sound legacy for our Fund.

This year we celebrated our fifth anniversary and as ever, our grant programme and projects supporting and strengthening our rural communities is at the very heart of what we do.

We awarded £1.4 million to 47 groups this year across England, Scotland, Wales and Northern Ireland. That means the Fund has donated £7.5 million since 2010 to 182 projects. With the support of our Patron HRH The Prince of Wales and the Board of Trustees I am confident we will continue our valuable work at a time when farmers and rural communities need our support most.

This has been an extremely challenging year for UK farmers. The impact of the devastating floods caused by Storm Desmond hit hard and created long-term damage to the livelihoods of hundreds of people. We donated £40,000 of emergency funding to the Farming Help charities, supported the Cumbria Farm Flood

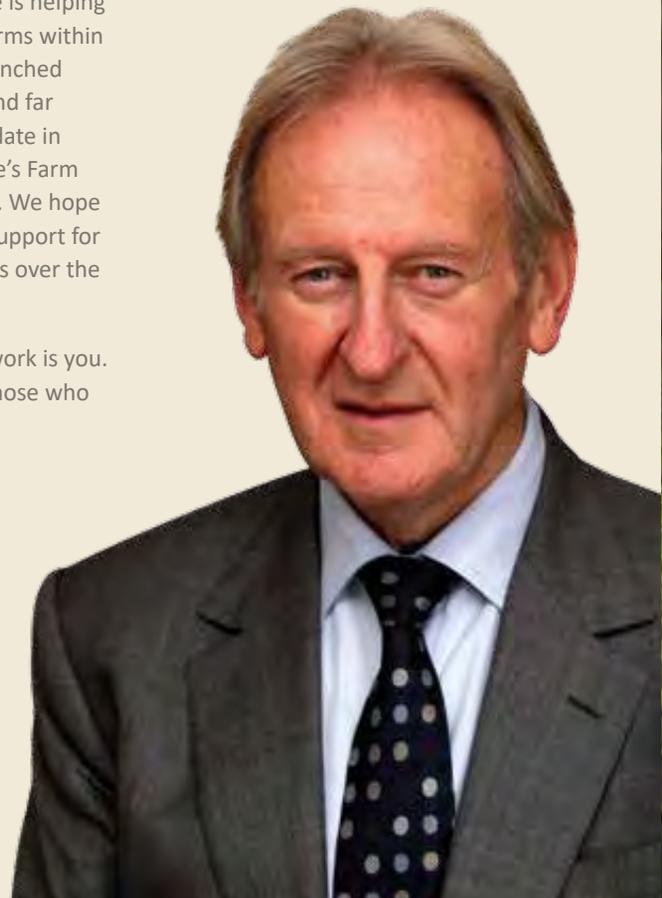
Action Group and launched a nationwide fundraising appeal. I would like to extend a heartfelt thank you to everyone who so generously donated.

The Fund's work has enabled hundreds of farm businesses to access the advice and support that will help to see them through challenging times and ensure their farm businesses become more resilient to market forces. Our research into the cash flow pressures, being experienced by farmers, helped draw attention to the seriousness of the issue and our Dairy Initiative is helping to strengthen many farms within the sector. We also launched our most ambitious, and far reaching, initiative to date in 2016 - 2017, the Prince's Farm Resilience Programme. We hope this will provide vital support for vulnerable family farms over the next few years.

Underpinning all our work is you. The generosity of all those who

support us is vital and with your help we are making a real difference. But we know there is so much more we can do. The resources we provide are needed now more than ever to help the UK's rural communities to be resilient and grow and keep family farms at the very heart of our future. We hope you can continue to support us on our journey.

Lord Curry of Kirkharle
Chairman



Six years of support



2010

HRH The Prince of Wales established
The Prince's Countryside Fund



2011

We distributed our first £1m
in grant funding



2012

We held our first fundraising clay shoot



2013

We launched our Land Rover Bursary
We also launched our first emergency
appeal following extreme winter weather
which raised £624,000



2014

Our Somerset Levels fundraising appeal
was launched raising over £300,000



2015

We held our first major fundraiser at
Ascot racecourse
We merged with The Prince's Rural
Action Programme
We convened the Chatsworth Summit
We launched an emergency fundraising
appeal in response to the December floods



2016

We commissioned 'The cash flow crisis in
farming and its implications for the wider
rural economy' and our key research 'Is there
a future for the small family farm in the UK?'
Lord Curry appointed Chairman, succeeding
from Lord Price

Our impact 2015/16



£1.4 million

in grants for local rural communities

47 projects supported in England, Scotland, Wales and Northern Ireland



Launched an appeal and released over

£40,000

in financial support for the communities flooded and damaged in the winter 2015/16 storms



£425,000 distributed throughout **102 rural communities** to help deliver vital services to their residents





Raised over
£1.9m
to support our work
including over **£330k**
at our annual raceday
at Ascot, Berkshire

Nearly
**100 farm
businesses**
supported through the
Prince's Dairy Initiative

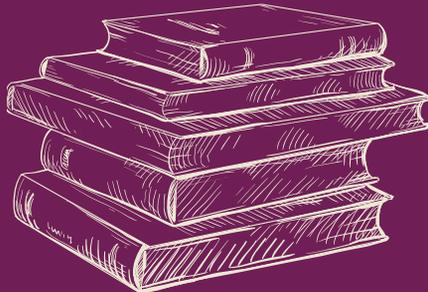


Provided over
900
young people with
apprenticeship and
training opportunities



Commissioned
research
to explore the **impact** of
the **cash flow crisis** in
farming and the **viability**
of small family farms in
the **long-term**

Awarded
**5 young
people**
with the lease of a **Land Rover
Discovery Sport** for a year



Summer



Bentley community shop

The village of Bentley in Suffolk has a population of just 776. With a strong sense of community, the group bought their local shop after it had been forced to close over 10 years ago. Following a £27,000 grant from the Fund, the people of Bentley were able to refurbish the shop, install new equipment and provide training for 40 volunteers. The shop celebrated its opening in June 2016 and is now an essential local facility for sourcing good, local produce.

“

Receiving confirmation of our funding application was the catalyst for enabling us to fix a start and opening date. Since opening in July we are already seeing the social and community benefits; it is a real inter-generational hub for our village which is changing lives.

Bob Feltwell
Chairman of the group

”

We turned FIVE during National Countryside Week!

We celebrated our fifth birthday with a garden party at Highgrove House, Gloucestershire at a special reception of thanks to our generous supporters hosted by our Patron HRH The Prince of Wales. We were also joined by our ambassadors, including Alan Titchmarsh MBE, Ellie Harrison and Phil Vickery MBE.

To mark the occasion His Royal Highness cut a handcrafted cake designed by award winning cake baker Fiona Cairns, who also made the royal wedding cake for the Duke and Duchess of Cambridge.

As part of our fifth birthday, we encouraged people to come together and celebrate all that is wonderful about the great British countryside during **National Countryside Week**. The Caravan Club kicked off the celebrations in style by hosting fundraising parties across their sites. From tea parties to tombolas and fun activities for the whole family, they raised a fantastic £12,000 for the Fund over the course of one weekend.

Writing in a special Daily Telegraph supplement, Countryside Matters, to celebrate five years of the Fund, The Prince of Wales said:



“Without continued assistance for the people who keep the rural economy alive and maintain our precious landscapes much that is special about our countryside will rapidly disappear forever and we will lose something that is of inestimable value to us all.”

Onto the first tee with debbie&andrew’s

The team at debbie&andrew’s donated a sizzling **£6,900** to the Fund thanks to a charity golf day at Royal Ashdown Forest Golf Course. Following a full English breakfast featuring their award-winning sausages, cricketer Phil Tufnell

and ex-Arsenal footballer Ray Parlour played their way around the beautiful 18-hole course alongside 12 teams, delivering a unique day of golf and a vital fundraiser for us and the other chosen charities.

Did you know?

3/4 of land in the UK is farmed



Westmorland sandwiches



We launched an exciting joint initiative with the Westmorland Family with the introduction of new sandwiches on their menus

at both their Tebay and Gloucester service stations on the M6 and M5 respectively. The sandwich got the royal seal of approval too during

a visit by HRH The Prince of Wales who officially launched Westmorland Family’s new M5 Southbound services in July. Using locally sourced ingredients, the sandwiches not only tasted delicious but also helped to support local farmers and suppliers – so essential for a thriving rural economy. Thank you to everyone who bought a sandwich as each time 10 pence came directly to the Fund, helping to raise an incredible **£15,800** to support our grant programme.



Autumn



Lantra in Northern Ireland: Patrick Lagan

Lantra in Northern Ireland has delivered a project to help Northern Ireland farmers remain in business, raise their skill levels and increase their sustainability and productivity. The project assisted 50 farm businesses to evaluate their current position with regard to working practices, finance, equipment, future planning and the skills of their workforce.

Patrick grew up on the family farm in a picturesque rural area in County Londonderry. When his father became ill Patrick took on sole responsibility at the age of 16. Farming 80 acres, Patrick manages all aspects of farm life including feeding livestock, building and equipment maintenance and buying and selling stock.

Funded by our grant programme, Patrick recently undertook some finance training to expand his financial management knowledge on the farm. He explains: "I had one-to-one mentoring with a business consultant to learn how to develop a cash flow to help me keep better records for the farm." Whilst he enjoys being his own boss and the lifestyle associated with farming, Patrick is realistic about the nature of farming and says "it's a seven day a week job, and if it's a small family farm, it takes up a lot of your time. Farming is becoming more global and change keeps occurring, but if it's what people enjoy, then they should do it."

Chatsworth Summit

Together with HRH The Prince of Wales, we held a crisis summit of key figures in the rural sector at Chatsworth House because of concerns that many farm businesses were on the brink of collapse following a summer of significant lows in farm gate prices and administrative pressures.

The message was clear from the summit – more was needed to be done to help support farm businesses at risk, creating awareness about the support available from the Farming Help Partnership and from an expanded programme building on the success of The Prince's Dairy Initiative.

The summit, chaired by Lord Curry, was attended by Defra Minister George Eustice MP and key figures from the sector including farming help charities, the banking industry



and landowner associations to find practical solutions to ease the crisis.

A further outcome was the commitment to commission The University of Exeter to carry out essential research into the consequences of failing to support a diverse farming sector in a bid to foster greater collaboration and communication between

key players in the agricultural community. We identified a need to prevent farm businesses resorting to higher rate loans and a firm commitment was made by the farming help charities to offer workshops and training for frontline and senior bank employees to help them understand the advice and support available for farmers in need.

The Prince's Dairy Initiative in Wensleydale



As part of a tour of the newly opened visitor centre at the Wensleydale Creamery, HRH The Prince of Wales met with dairy farmers to hear about the difference that taking part in The Prince's Dairy Initiative had made to them and their businesses. The initiative was set up in 2012

to strengthen the UK dairy supply chain by improving the viability of dairy farms and help ensure a diverse, resilient dairy farming sector in the UK. It was offered in six locations in 2015/16.

One farmer who participated in the initiative said: "It is a good thing to stand back and look at the business with a critical eye every now and then. This scheme has made me look hard at various aspects of the farm where changes can be made to be more efficient, so thank you."

Later on in the day HRH also met with residents from Hudswell, North Yorkshire to hear how, with the support of the Plunkett Foundation, they have been able to save their local, creating Hudswell Community Pub. The Prince of Wales then had a brief tour of the George & Dragon

pub (until recently it boasted having the smallest shop in Britain!) which is run by volunteers from the village.

Our funding has helped bring the community together and the village of Hudswell has provided inspiration for others by hosting study visits to find out more about how they could come together to run vital services in their own area.

Did you know?

The countryside produces **60%** of the food we eat



Winter



Cumbrian Farmer: Alan Wear

Howe Green and Grove Farm in Patterdale are both farmed by the Wear family who were hit hard during the floods after Hartsop Beck burst its banks. Flood water in the valley bottom was 5-6 feet deep and up to 12 feet in places. Over 200m of dry stone wall was washed away and 5km of fencing damaged leaving huge amounts of debris scattered across the fields.

Thanks to the Fund's emergency funding to the Farmer Network, the flood recovery support service helped

farmers like Alan Wear complete the paperwork required to apply for Defra Farm Recovery Grants.

Farmer, Alan Wear, said: "We are very grateful for The Prince's Countryside Fund and Farmer Network's support in completing our applications and helping us through the lengthy negotiations with the Rural Payments Agency. The amount of damage made the process of applying very complicated but we are pleased to say that both our applications were approved."



Releasing our emergency funding

The devastating floods which resulted from the winter storms in Cumbria in December and Northern Ireland in January left many parts of the country in shock – but we were ready to help during the crisis. We immediately launched a fundraising appeal to support the farmers, rural businesses and communities affected and we thank everyone who generously donated. We were able to raise over **£82,000** which was later matched by the

Department for Communities and Local Government, to give a total of over **£160,000**.

Many farms lost livestock which drowned in the flood waters, were affected by land slips or had feed and equipment ruined. It was a catastrophic blow to rural businesses which were already hard pressed. Our Emergency Fund has been crucial in allowing us to respond to countryside crises such as this.

Did you know?

The countryside is home to a **quarter** of the UK's population



Cumbria Farm Flood Action Group launched

We helped fund a new collaborative initiative – the Cumbria Farm Flood Action Group (CFFAG) which was set up to support farm businesses affected by the flooding and assess the nature and scale of damage to their farms.

The CFFAG comprises of the Farming Community Network, The Farmer Network, RABI, Cumbria Commoners, NFU, Foundation for Common Land, Forage Aid, Cumbria Agricultural Chaplaincy, Addington Fund, Westmorland Agricultural Society and Mitchells Auction.

Learning lessons from Somerset and previous Cumbria floods, the group collected data from all the farm businesses affected to assess the scale and nature of the flooding on

farms and also make help available to farmers.

Over 47 farmers with poor internet access, limited computer knowledge or a lack of confidence in their ability to complete the application electronically, were provided with advice on submitting a Farm Recovery Fund application. The total amount of funding applied for totalled **£380,000**.

Commenting on the project, Adam Day, managing director of The Farmer Network said: “Cumbria has suffered floods before but the scale of devastation on farms was beyond that seen before, both due to the level of damage and its spread across the whole county. We were able to help the individuals and

businesses affected and rebuild our farming businesses and rural communities.”

In December, The Prince of Wales visited areas affected in Cumbria including meeting residents of Warwick Road to view flood damage to their homes as well as meeting the first responders, emergency services, military and public sector personnel, charity and community representatives involved in the rescue and support of those affected.

We continue to work with the communities affected and monitor the ongoing need for support as they recover and rebuild working alongside The Prince’s Business Emergency Resilience Group.

Spring



Bishop Burton College: Alex Olivant

We were proud to support the launch of a new management training initiative – the Farm Management Development Programme. Developed by Bishop Burton College’s Centre for Agricultural Innovation, the programme identified key skill shortages within the agricultural industry and helps to develop new Farm Managers.

Alex Olivant was one of the participants. Alex grew up on a 800-acre arable family farm near the Lincolnshire Wolds and went to Riseholme College to study a Level 3 Extended Diploma

in Agriculture as an alternative to A Levels. Whilst at college, Alex worked part-time at Syngenta Seeds and on leaving worked with NIAB TAG in their Agronomy and Trials section. After 18 months she joined the Active Business Partnerships as a Trainee Farm Business Consultant. Alex said: “The speakers on the course were all thought-provoking and inspirational. The course has made me think more about the diversification opportunities that we have on the farm as well as expand my knowledge on the business side of farm management.”

The Prince's Countryside Fund's Land Rover Bursary



HRH The Prince of Wales joined a group of Cumbrian young farmers in their vehicle training at Rookin House Activity Centre, Penrith

as they developed new skills in driving. They reversed trailers, learnt how to check river depth and flow, before driving through water and navigated their way around an off-road circuit.

The Prince of Wales also met with the recipients of the Land Rover Bursary in 2013 to find out how they had benefitted. Amongst them was Mark Curr who runs a sheep enterprise and was the Chairman of Cumbria Young Farmers.

“

The Land Rover Bursary scheme was a great privilege to be part of. Not only did it provide me with a very nice vehicle to use for a year, but as I travelled around with the Young Farmers Clubs, it raised the profile of both the Cumbria Federation of Young Farmers Clubs and The Princes Countryside Fund within Cumbria.

Mark Curr

”

The cash flow crisis in farming and its implications for the wider rural economy

Following growing concerns across the sector about serious cash flow issues affecting an increasing number of farm businesses, we commissioned The Andersons Centre to complete research to gain a greater understanding of the pressures at farm level and its impact on the wider agricultural sector.

This research delved into the consequences of failing to support a diverse farming sector in a bid to foster greater collaboration and communication between key players in the agricultural community.

The report revealed:



Farm borrowing has almost **doubled** in the past 10 years



Continued **decline** in commodity prices

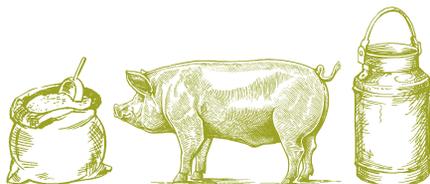


Half of UK farms are no longer making a living from farming alone



17% of farms don't have the ability to pay off short term debt

The worst affected sectors are **cereals, pigs and milk.**



Ascot Raceday

The Prince's Countryside Fund Raceday at Ascot racecourse proved to be the biggest fundraising event in the Fund's calendar, raising an astonishing **£330,000** which gave an overwhelming boost to the grant funding pot.

Alongside a wonderful day's jump racing in the presence of The Prince of Wales and Duchess of Cornwall, more than 18,000 racegoers were delighted by the sight of Herdwick sheep taking part in the 'Country Life Lamb National' as they leaped over hurdles on a specially designed course. It was a sight not to be missed!

Eight riders, including Sheikh Fahad Al Thani, the inspiration behind Ascot's Official Partner, QIPCO, battled it out for glory in the charity race. In the end, after striking the front early in the straight, Sheikh Fahad, riding Landwade Lad, was caught late on by experienced event rider, Catherine Burrell, on Going For Broke.

A huge thank you to all our sponsors who made the event possible including: Country Life, Coutts & Co, Davidstow, The David Brownlow Charitable Foundation, Royal Ascot Racing Club, Royal Mail, Tindle Newspapers Ltd and Waitrose Ltd.



Our Grant programme

The Prince's Countryside Fund provides more than **£1 million** in grants each year to projects across the UK and since it was established in 2010 it has contributed over **£7.5 million** and supported **182 projects**. It helps rural enterprise projects that range from enhancing community services, provide training opportunities for young and unemployed people and projects that focus on developing stronger, more sustainable farm businesses.

Groups can apply for a grant of up to **£50,000** twice a year in March and October. We seek applications to support activity that results in a long-term positive impact on rural communities by helping the people that live and work in the countryside, including:

- Improving the prospects of viability for family farm businesses
- Sustaining rural communities and driving economic vibrancy
- Supporting aid delivery in emergency and building resilience

National Projects:

£1,279,780

133,947
people helped

£383,860

2,637 people helped

£937,461

6,682 people helped

£646,120

2,538 people helped

£470,184

3,294 people helped

£1,203,273

544,979 people helped

We have helped
to support over

700,000

people in
rural communities

To find out more email clare.crookenden@bitc.org.uk or visit
www.princescountrysidefund.org.uk/grants

Did you know?

The UK agri-food sector contributed **£103 billion** to the economy last year



£412,886

740 people helped

£206,280

1,018 people helped

£383,107

1,555 people helped

£391,350

1,304 people helped

£259,761

1,577 people helped

£114,350

762 people helped

Who have we helped in 2015/16?

ACTION with Communities in Cumbria	Herefordshire Federation of Young Farmers' Clubs
Addington Fund	Innovation for Agriculture
Bakewell and Eyam Community Transport	Llandegla Community Shop Ltd
Beds and Cambs Rural Support Group	Marchington Community Shop
Bentley Community Shop	Nidderdale Agricultural Society
Border Rambler Rural Transport Services CIC	North Devon +
British Grassland Society	North East Enterprise Agency
Broads Reed & Sedge Cutters Association (Brasca)	Northern Fells Rural Community Development Group
Cornwall Young Farmers' Club	Nourish Scotland
Cosmic	Penistone Young Farmers' Club
Cumbria Community Foundation	Preseli Rural Transport Association Limited
Devon Federation of Young Farmers' Club	Pub is the Hub
Duchy College	Rural Housing Service (Scotland)
Dunaverty Hall	Rural Support NI
FWAG SW	Scottish Crofting Federation
Farm Cornwall	Soil Association
Farmer Network	Southern Regional College
Farming Help Partnership	South Tynedale Railway Preservation Society
Farming Life Centre	St Michael and All Angels
Good Things Foundation	Tir Dewi
Grimsby Institute for Further & Higher Education (GIFHE)	Urban Biodiversity
Growing Rural Enterprise Ltd	Yorkshire Dales Millennium Trust
Hallbankgate Hub	

Follow us on social media:

 /princescountrysidefund  @countrysidefund

 countrysidefund princescountrysidefund.org.uk

Looking forward to next year

It's an exciting year for the Fund in 2016/17 and there are many ways you can be part of it...

The Prince's Farm Resilience Programme

We are working to deliver our most far-reaching programme of support, The Prince's Farm Resilience Programme. This is a five-year, **£1.5 million** initiative to provide business support and one-to-one guidance to 300 farm businesses each year across the UK, as well as giving them the tools to evaluate their viability and long-term sustainability.

Research and Advocacy

Our 2016 study entitled *Is there a future for the small family farm in the UK?* was overseen by Professor Michael Winter OBE, a rural policy specialist and rural social scientist at the University of Exeter. With very little done in recent years into this sector, the report aimed to:

- Identify the pace of change
- Investigate ways in which farm businesses might improve performance and viability
- Put forward proposals for improvements to farm management, adjust policies and bring in new blood

Grant Programme

Our grant applications are open twice a year in March and October. Projects across the UK that range from enhancing community services, provide training opportunities for young and unemployed people and projects that focus on developing stronger, more sustainable farm businesses can apply for a grant of up to **£50,000**.

The full report, which is available to read on our website, proposes a series of 17 recommendations which include:

- Improved succession planning
- Improvements to farm management
- Better communication and collaboration between suppliers, banks and farm businesses
- Timely distribution of payments to farm businesses
- Encouraging farm businesses to improve their skills in business planning and financial management

Visit www.princescountrysidefund.org.uk for more details.

Our ambassadors



Heston Blumenthal OBE



Jimmy Doherty



Ben Fogle



Liz Hurley



Alex James



Charlotte Kerwood



JB Gill



Sally Gunnell OBE



Ellie Harrison



Alan Titchmarsh MBE



Phil Vickery MBE



Tom Youngs

Our corporate partners

We are incredibly grateful for the support from our corporate partners who have helped provide a lasting impact in rural communities.



Ascot

A special thank you to all the generous sponsors, donors, charity riders and guests who supported The Prince's Countryside Fund's Raceday at Ascot on Sunday 3 April 2016. Particular thanks go to our friends at Ascot Racecourse and the day's sponsors: **Anglian Water, Country Life, Coutts, Davidstow, David Brownlow Charitable Foundation, Dovecote Park, Howdens Joinery, John Deere, Royal Mail, Tattersalls, William Evans, Tindle Newspapers, Twinings and Waitrose.**

Sponsors of The Prince's Dairy Initiative

AB Agri, Anglia Farmers, Arla, Crediton, Dairy Crest, Dugdale Nutrition, Fayrefields Foods, First Milk, For Farmers, Glanbia Cheese, Meadow Foods, Medina Dairy, Mole Valley Farmers, Müller-Wiseman, OMSCO, Wensleydale Creameries, Wyke Farms and Volac.

Listed here are other individuals, groups and organisations who have made a significant contribution to the Fund:

- Alex James
- Burberry Group Plc
- Chilcott UK
- debbie&andrews
- Department for Communities and Local Government
- Sage Foundation
- The Dickenson Family Charitable Trust
- The Normanby Charitable Trust
- The Prince of Wales's Charitable Foundation
- Westminster Foundation

To support the work of the Fund:



Become a corporate partner

Get in touch with hannah.barnley@bitc.org.uk



Text donate

Text PCF to 70300 to make a **£3 donation**



By cheque

Make cheques payable to The Prince's Countryside Fund and post to 137 Shepherdess Walk, London, N1 7RQ



In person

Over the counter at the Post Office

Your corporate support and donations are **vital** in helping support **rural lives** and keep British farming and village communities vibrant. With **your help** we:



Lead our own **projects** to support farm businesses and rural communities



Are an advocate for the countryside, **bringing together individuals** and businesses to help tackle **current challenges**

Award grants of up to **£50,000** and provide more than **£1m** in grant **funding** every year to projects across the UK that help to provide a **secure future for the countryside**



Carry out **research** into issues affecting rural life



Help communities during a crisis through our **Emergency Fund**