

Impact Review 2019/20



THE PRINCE'S
COUNTRYSIDE
FUND

FOREWORD

The past few years have been a very challenging time for those living and working in our countryside. Family farms are disappearing at an alarming rate, taking with them generations of local culture and guardianship of a landscape unique to the British countryside. Those left behind often face isolation with a lack of local amenities and opportunities which, for many, result in deprivation and poor health and wellbeing.

At present, many small family farms would struggle to make a profit without Government support. They are operating in a context of continuing uncertainty about the future of UK farming policy and funding as we leave the EU, for which many are simply not equipped to cope, whether that be financially, technically or emotionally. The impact of Covid-19 has added to these existing problems for smaller farmers, many food businesses and wider rural communities.

Against this backdrop, The Prince's Countryside Fund (the Fund) has continued its work as a champion of family farms and rural



communities, working towards a sustainable and resilient countryside which encourages good commercial and environmental practices and helps communities to thrive. We were delighted that during the year, our Patron was able to meet with a number of farming families at Dolgellau Mart and with some of those who had suffered from the flooding at Matlock in the autumn.

Many of our initiatives across the year helped farm businesses prepare for change. We now have 1,000 farms in the alumni network of The Prince's Farm Resilience Programme, with 270 families participating in 2019/20. A new workshop helped farmers to develop their knowledge of environmental land management and we have confirmed that we will continue to run the Programme through to 2027 as farmers transition to the new environmental schemes.

Another highlight of this year was the launch of our Village Survival Guide, produced as a result of our research into the issues facing rural communities. It has now had an extraordinary 12,000 downloads and provided inspiration to rural communities right across the UK. Indeed, the impact of the Guide was reflected in huge media coverage we received, including BBC Breakfast. Overall, our communications this year will have reached over 20 million people.

We continue to believe that our work should be evidence-based and to that end have commissioned research into the economic benefits of local abattoirs, and the social impact of auction marts, through Newcastle and Exeter Universities, respectively. These will report later this year with clear recommendations for action.

As we go forward, the Fund is prepared to take on the challenges affecting farming and the countryside which are often complex, fluid and diverse. They include firstly, how we should best help small farm businesses prepare for the future and support them to bridge the gap between what will be demanded of them as newly nominated guardians of public goods, and as long practiced and efficient producers of food? Secondly, how should we help farm businesses combat the myriad effects of climate change?

Finally, how can we inspire a population increasingly disassociated from the day to day realities of farming, but nevertheless reminded of its huge importance by recent challenges to the supply chain? Our rural areas will continue to be under extreme pressure, with a sustained loss of services, increasing costs of housing and remote living, and the consequent departure of younger families.

Within such a challenging landscape, we nevertheless remain optimistic. We will champion family farms as a resilient force for good and the rural economy as a diverse and welcoming place. Our plan for the future allows us to prioritise and build on the achievements of our first 10 years, both with proven initiatives and new solutions to increase our charitable impact.

Lord Curry of Kirkharle
Chairman, The Prince's Countryside Fund

ABOUT US

“So, ladies and gentlemen, today is only the beginning, but the potential is enormous as we all strive to protect our rural communities and sustain, for this generation and those yet to come, a national asset of incalculable value and one, and we must remember this, that once lost, can never ever be recreated.”

HRH The Prince of Wales at the launch of his Countryside Fund, 2010

A decade on, The Prince's Countryside Fund is unique in delivering significant change for the British countryside. Our objectives are to improve the prospects of viability for farm businesses, support aid delivery in emergencies and build resilience, sustain rural communities and drive economic vibrancy.

We do this through a number of activities:

1. **The Prince's Farm Resilience Programme** – a set of workshops and bespoke sessions providing free business skills training to family farms.
2. **Our Grant Making Programme** – distributing funding to local organisations in rural communities to sustain essential services.
3. **Research** – into issues affecting farming families and rural communities.
4. **Emergency Funding** – made available in times of crisis such as flooding and Covid-19.
5. **Advocating for the countryside** by bringing together individuals and businesses to help tackle current challenges.
6. **Celebrating** those living and working in the British countryside through **National Countryside Week**, our annual awareness campaign.

We would be unable to carry out our vital work without the support of our partners and donations from generous individuals. Find out how you can help to protect our precious countryside and way of life at the end of this report.



OUR PATRON

HRH The Prince of Wales

OUR TRUSTEES

Lord Curry of Kirkharle CBE (Chairman)

Rob Collins (Vice Chairman)

Sara Bennison, Chief Marketing Officer, Nationwide

Edwin Booth CBE, Executive Chairman, E H Booth and Co Ltd

Elizabeth Buchanan CVO, Consultant and Farmer

Mark Duddridge, Chair, Cornwall and Isles of Scilly LEP

David Fursdon, Chairman, Beeswax Dyson Farming

Lord Jamie Lindsay, Chairman, UKAS

Janet McCollum CBE, Non-Executive Director, Mash Direct

Steven McLean, Head of Agriculture & Fisheries, Marks and Spencer Plc

Meurig Raymond CBE, Farmer and Advocate of British Farming

Allan Wilkinson, Head of Agrifoods, HSBC Bank Plc

WHERE WE'VE BEEN

Grants were awarded to the following projects:

- Barnard Castle Farmers Market, North Yorkshire
- BLS Community Trust, Perthshire, Scotland
- Community Supported Agriculture (CSA), Surrey
- Durham Wildlife Trust, Durham
- Dry Stone Walling Association, Yorkshire
- Groundwork South, Middlesex
- Just Farmers, UK-wide
- National Hedgelaying Society, Lancashire
- Plunkett Foundation, UK-wide
- The Courthouse Kesh Limited, Fermanagh, Northern Ireland
- Tir Dewi, North Wales
- Young Farmers Clubs of Ulster, Northern Ireland
- YANA, Norfolk

The following are supported by players of People's Postcode Lottery:

- Barton Bendish Village Hall, Norfolk
- Berwick Film and Media Arts Festival, Northumberland
- Citizens Advice County Durham
- Daventry Area Community Transport, Northamptonshire
- Fenland Association for Community Transport, Cambridgeshire
- Great Barrow Community Shop, Cheshire

- KPT Development Trust, Dumfries and Galloway, Scotland
- Lincs Digital, Lincolnshire
- Pumphouse Community Brewery, Essex
- Settle Community and Business Hub, North Yorkshire
- The Thorold Arms Community Benefit Society, Lincolnshire
- The Borrowdale Institute, Cumbria
- Yorkshire Rural Support Network

The Prince's Farm Resilience Programme

- Cookstown, Northern Ireland
- Westray, Scotland
- Huntly, Scotland
- Snowdonia, Wales (National Trust Group)
- St Clears, Wales
- Lake District (National Trust Group), Cumbria
- Peak District (National Trust Group), Derbyshire
- Garstang, Lancashire
- Ilkley, West Yorkshire
- Dereham, Norfolk
- Oswestry, Shropshire
- Exford (National Trust Group), Somerset & Devon
- High Weald, East Sussex
- Wadebridge, Cornwall
- South Hams, Devon



Courthouse Kesh, Northern Ireland



Dry Stone Walling Association, Yorkshire



Durham Wildlife Trust, Durham



In 2019-20...

over **£1 million** was provided in grant and programme funding to support rural and farming communities, The Prince's Farm Resilience Programme saw more than **270** family farm businesses improve their business skills through more than **9,000** hours of support, **21** corporate partnerships cultivated, nearly **2,500** families participated in our 'Walk a Country Mile' event at BBC Countryfile Live, **26** communities supported through our grants programme, **4** training opportunities and apprenticeships provided by our grants.

RURAL COMMUNITIES

We believe in confident, robust and sustainable rural communities with farming at their heart. In order to achieve this, we run our grant making programme and commission research into key issues.

In 2019/20, we released nearly £500,000 funding to 26 community projects across the UK. This included funding for **Project Village Survival**, our key programme of support for rural community assets, kindly supported by players of People’s Postcode Lottery.



Lincs Digital

LINCS DIGITAL

Lincs Digital helps people in rural Lincolnshire access technology and improve their digital skills. “We go out to rural areas and teach people how to use digital devices and useful online services, including online banking and utilities, the NHS app, and online grocery shopping. Lots of small, local shops have closed and people have been struggling into town and back with heavy bags on an irregular bus service.

“One of the most significant impacts has been the social impact - people taking part in our sessions have been forming friendships. On top of this, it has also allowed people to be more connected with their families via Skype and messenger and reconnecting them with people they have lost touch with. Our beneficiaries have described the service as life changing, or in some circumstances it has saved their lives. These people were in a position where they did not know what to do with so many local services closing. We have been able to open their eyes and they now see a much brighter future because of it. Without The Prince’s Countryside Fund we wouldn’t be able to do any of the work we do.”

DAVENTRY AREA COMMUNITY TRANSPORT

A grant from The Prince’s Countryside Fund has enabled DACT to purchase a bespoke minibus with wheelchair access, in an area categorized as 80% rural with limited public transport. DACT had hoped to train six people to drive the bus in the first year, but they wildly exceeded this and managed to train 26! Phil Houston, assistant Manager at DACT, explains some of the issues facing people in rural communities: “a cut in services means many people can’t get around. This has a huge impact on health and wellbeing, particularly isolation and diseases such as Alzheimer’s. We provide a door-to-door pick up service and regular minibuses with disabled access for all members of society. Sadly users, particularly the elderly, frequently say the driver will be the first person they’ve spoken to since their last trip. Even giving this person the opportunity to chat to someone makes a huge difference. The grant from The Prince’s Countryside Fund has allowed us to look and plan for the future, which is hugely encouraging.”



Daventry Area Community Transport

Over the past decade, our Grant Making programme has:

distributed **£9,820,647** to **300** projects including **15** rural transport schemes, **35** community shops, **5** community pubs and **1,200** training opportunities.



The Thorold Arms Community Benefit Society

PUMPHOUSE COMMUNITY BREWERY

Pumphouse Community Brewery in Essex was awarded a grant of £25,000 in April 2019. The grant from the Fund and People's Postcode Lottery allowed them to hire their young head brewer, Aaron, as well as taking on local mum Kaaren to do our admin, and Bill, a retired police officer, as assistant brewer. "For 30 years I was proud to serve the community as a Police Officer. Now I am retired, The Prince's Countryside Fund has given me the opportunity to benefit the community again. My role at Pumphouse is helping to increase production and distribution, as well as building new skills and friendships."

Bill Holland, Assistant Brewer



"The Prince's Countryside Fund has given me the opportunity to benefit the community again."

PROJECT VILLAGE SURVIVAL

Since 2017, the Fund has supported 34 projects, committing almost £700,000 to their delivery in partnership with players of People's Postcode Lottery.

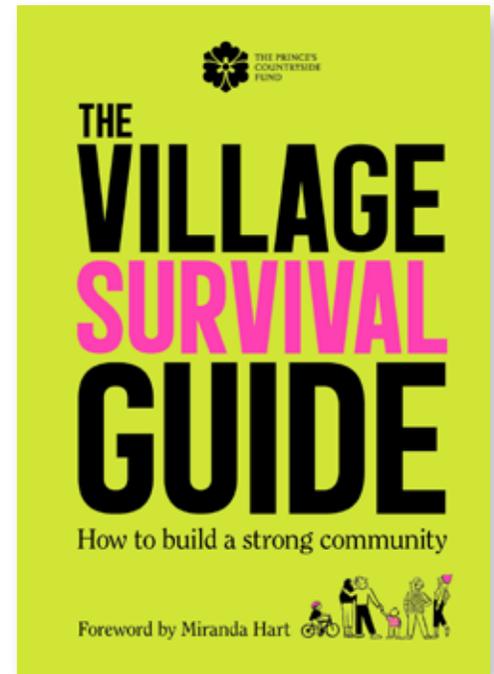
In 2020, continuing this partnership and building on the findings of *The Village Survival Guide*, we have launched Project Village Survival.

Providing accessible and good quality services to rural communities poses challenges given the lost economies of scale, geography of rural, additional travel and the delivery costs involved which often lead to less funding investment. The Fund remains one of very few funders focused on rural communities. Our experience in partnership with others, such as People's Postcode Lottery, has demonstrated this prioritisation can secure investment in areas which may otherwise be considered less value for money, therefore providing a lifeline for those who live and work in these areas.

The rural projects supported must address the shortage of services in their communities, ensuring their village's future viability and 'thrivability'.

THE VILLAGE SURVIVAL GUIDE

Building on the success of Recharging Rural, we published a 'how to' guide for life in rural communities in July 2019 – *The Village Survival Guide*. Featuring a foreword from Fund ambassador Miranda Hart, the Guide launched on BBC Breakfast. To date it has been downloaded over 12,000 times and more than 600 copies have been sold! The Fund would like to thank players of People's Postcode Lottery for their support of the digital version.



SUPPORTING FARMING FAMILIES

THE PRINCE'S FARM RESILIENCE PROGRAMME

In its fourth year, The Prince's Farm Resilience Programme (the Programme) has continued to provide farming families with access to free business skills training and advice. As a result of the recent agricultural policy reformation, we developed a 'Managing your Farmed Environment' session. The workshop encourages farmers to think about their wider environmental responsibilities on a landscape level and how these could be measured and/or monitored. Whilst there is still huge uncertainty about new policy, the workshop will remain flexible to allow for new direction to be incorporated when necessary. 'Managing your Farmed Environment' has been well received and introduces concepts such as the UK Government's 25-year Environment Plan, 'public money for public goods', and suggests practical advice on how to farm with the environment and access funding.



Agricultural Shows

The Fund was delighted to again be able to host breakfast receptions at the Highland, Great Yorkshire, Balmoral and Royal Cornwall shows across the UK thanks to the generous support of NFU Mutual. These receptions were great successes and informed attendees of the wonderful work of The Prince's Farm Resilience Programme, with participants of the Programme taking part in a Q&A with the audience. M&S kindly invited the Fund to attend their M&S Select Farm Awards receptions at Balmoral, Royal Cornwall and Royal Highland Shows. This allowed us to spread the word of all the good work carried out by the Fund. Our Director, Claire Saunders, presented the recipients of the M&S Farm Resilience Award with their prizes at each of the receptions.

Since 2016, The Prince's Farm Resilience Programme has:
helped **970** farming families
in **60** locations, delivered
1,380 hours of workshops
and **8,960** hours of
one-to-one on-farm support.

National Trust

The Prince's Countryside Fund has entered into a partnership with the National Trust to run The Prince's Farm Resilience Programme for up to 45 of its farm tenants in three areas of the country - the Lake District, North Wales and the South West. The feedback has been fantastic, with one coordinator saying: "One of the key findings is the value and benefit of providing a warm, welcoming and safe environment for people to come to, open up, share and discuss their challenges and to jointly then work on our ideas, plans and solutions. Farming is lonely and communities are becoming more isolated and split. I was guilty of making the assumption that everyone would know each other but in reality some would know each other but nod or say hello but had never really had the opportunity to get together and to share their stories."



Morrisons 'Seeing is Believing'

Morrisons, supporters of The Prince's Farm Resilience Programme, held a 'Seeing is Believing' event in August 2019, attended by farmers in the Cairngorms group. The day began at a farm which supplies beef to Morrisons, moved on to the Morrisons' abattoir at Turriff, and ended in their Inverurie store. The feedback from the day was brilliant: "Just a wee note to say thank you very much for great day yesterday in Aberdeenshire. As a store lamb and store cattle producer, I found the day very informative and of great value to my business." The Fund is extremely grateful to Morrisons for their continued support and hosting this event for our farmers.



The Poads

Maria and Stephen, with their son Ben, have 190 dairy cows and 400 sheep on their 550 acre farm in Cornwall. “We were in real financial difficulties when we joined the Programme, but the course has given us a clear insight into our farming figures and was enormously practical too. Without any doubt it has united us as a family and given us and our farm the direction its needed; we’re in a stronger financial situation; and looking forward has become something that is easier for us, and succession is now something we can talk about, because we know that the farm has a future now, that we have it safe in hand.

“The Prince’s Farm Resilience Programme has helped us to start moving in the right direction, without us leaving the parameters of what we wanted from our farm, on our own terms. Others would have just told us to scrap the farm. I firmly believe that we wouldn’t be here if it wasn’t for The Prince’s Farm Resilience Programme – our backs were against the wall.”

“...the course has given us a clear insight into our farming figures and was enormously practical, too.”

Graham Eggins, Isles of Scilly

Graham and Ruth moved to the Isles of Scilly 4 years ago along with their three children. They both work full time on their 40 acre mixed farm, with North Devon cattle, chickens, bees, and grow fruit and vegetables. “The Programme made us look at the farm from more of a business point of view – I now spend every Thursday afternoon looking at the accounts and amongst other changes we have saved hundreds on our utility bills. We also worked out the margins and realised that honey produced by the bees took very little time but the sales were very fast and so have started spending more time maximizing that. The environment workshop was one of the highlights, so relevant to the way things are changing. It also tied in with what we are doing and want to do with our farm, with planting wildflower mixes and hedgerows.”

“Our group have started a WhatsApp chat to share tips and advice and organised a Christmas party this year which is a first. It’s reassuring to know you’re not the only one in your area who might be struggling with different things. I can’t rate The Prince’s Farm Resilience Programme highly enough, right from the beginning, it’s been brilliant.”

Support from NFU Mutual Charitable Trust

The Fund was awarded a grant from the NFU Mutual Charitable Trust, providing each of the 15 groups in the third year of the Programme the opportunity to carry out additional events. The West Worcestershire group took a trip to Duchy Home Farm for a farm-tour, Exmoor held a BBQ lunch with a talk from a local Auctioneer on-farm which was kindly hosted by a participating farmer, and the Brecon Beacons group had a ‘day-out’ on-farm. The morning session included a talk from Liz Price of The Wye and Usk Foundation on improving soils and protecting resources. After lunch, the group had a farm walk at Highgrove Farm with Ben Williams.



**NFU Mutual
Charitable Trust**

To find out more, visit
www.princescountrysidefund.org.uk/farmresilience

Alongside The Prince's Farm Resilience Programme, the Fund works on a number of other areas of support for family farms and the agricultural economy - from advocating for and supporting those interested in careers in agriculture, to leading the way for family farms to make changes to their environmental stewardship of the countryside and conducting research into the viability and sustainability of the supply chain.

The Fund also works directly with those involved in farming, providing on the ground support. This is through training professionals to advise on succession issues, supporting the numerous farmer networks that operate throughout the UK, or distributing emergency relief through our partners to farmers affected by natural disaster or suffering hardship. The Prince's Countryside Fund strives to tackle the challenges facing farmers in the British countryside and increase their resilience.

PREPARING FOR TRANSITION

TRAIN THE TRAINER

The Fund received a grant from the Dulverton Trust allowing us to provide "Train the Trainer: Succession Facilitation" sessions. This initiative addressed the fact that statistics show that less than half of farms do not have a succession plan, which effects every aspect of people's lives from their housing needs, their financial stability and their family relationships.

The sessions – held in Warwickshire and Perth - helped to prepare 77 people working with farming families on a daily basis to facilitate conversations around planning for the future, succession planning, and signpost them to the most appropriate support.



Future Farmers Forum

FUTURE FARMERS FORUM

The Prince's Countryside Fund held its first 'Future Farmers Forum' at Aldi HQ in January 2020, chaired by NFYFC President and Farming Today presenter Charlotte Smith. As well as receiving a tour of Aldi's regional distribution centre, in the morning delegates listened to advice on access and entry to farming and regenerative agriculture. After lunch, there were panel talks and a speed networking session covering policy, environmental management, marketing, mental health and succession, allowing the delegates to delve deeper into subjects such as promoting British agriculture and the future of UK trade post-Brexit.

Following the event we asked delegates to complete a survey regarding the day. The feedback we received from this has shown us that young farmers believe that they would benefit from further similar events, and as such, the Fund will look into holding a further event for young people in agriculture next year.

"A really informative and beneficial day spent with people who are excited about the industry. Very thought provoking and helped me to think proactively and positively about the future."

"A very informative and interesting day. There were so many great young minds in the room I was left in no doubt that the future of agriculture is in safe hands."



TIR DEWI

The Prince's Countryside Fund awarded a grant to Tir Dewi, a farm support network in Wales, in April 2019. Gareth Davies, director of Tir Dewi, explains: "The pressure facing farmers can be huge. Simply having someone to talk to can be a lifeline. In other instances, we will send volunteers on-farm to work through the problems that farmers are facing. Without us, there are several farms that would have failed. The concerns of farmer mental health – farmer breakdown, hospitalisation and suicide – are grave. Working with The Prince's Countryside Fund has made a significant difference; we simply wouldn't be able to survive without them."

"Working with The Prince's Countryside Fund has made a significant difference; we simply wouldn't be able to survive without them."

SUPPORTING LOCAL SUPPLY CHAINS

The Fund believes in supporting a diverse farming sector, with farm businesses of all sizes. In order to achieve this, we promote sustainable supply chains for all farm businesses.



Dolgellau Mart

SUPPORT FOR LIVESTOCK MARKETS

Announced at HRH The Prince of Wales's visit to Dolgellau Mart in July, we are working with the University of Exeter and the Livestock Auctioneers Association to review the challenges and opportunities facing livestock markets, and will explore and demonstrate the social value of auction marts and their value to rural communities. This research is due to be published in late summer 2020.

RESEARCH INTO THE UK ABATTOIR NETWORK

Linked to our work on auction marts, the Fund has commissioned Dr Jeremy Franks of Newcastle University to research the role and importance of abattoirs in the red meat supply chain, with particular emphasis on links to small livestock farms. The three main issues we hope to address are:

1. To provide evidence of abattoirs' economic and environmental good, with a focus on their value to the economy;
2. To look at the viability of smaller abattoirs in the UK and how they can be best supported; and
3. To look at the place and context of abattoirs in the wider supply chain, particularly their benefit for smaller producers e.g. individual family farms, crofters, and other small-scale livestock producers.

This research is due to be published in late autumn 2020.

You can find out more about The Prince's Countryside Fund's research projects at www.princescountrysidefund.org.uk/research

GRANTS: CSA NETWORK

The CSA Network UK were awarded a grant of £25,000 in April 2019. They are a membership organisation, which was set up to promote community supported agriculture (CSA) across the UK. They offer support and advice for CSA farms, alongside networking and events, mentoring, information and resources.

CSA is a partnership between farmers and consumers in which the responsibilities, risks and rewards of farming are shared. Approaches can vary, but CSA customers, usually described as 'members', are closely linked to the farm and the production of their food and provide support that goes beyond a straight forward marketplace exchange of money for goods. In Soul Farm's case, CSA members commit to joining for the entire 26 week season

starting in May and receive a weekly box of vegetables in return.

Soul Farm is a one and half acre market garden growing seasonal vegetables in Falmouth, Cornwall. Established in 2019, the vegetables are grown in a Georgian walled garden that hasn't been producing food on a large scale since the 1960s. The founder, Laurence Jarrett-Kerr is now using small scale regenerative principles such as no dig techniques to improve the soil and provide healthy food for the local community. As with many new CSAs, since joining the CSA Network last year Soul Farm has received assistance through their set-up including ad hoc advice from staff and board members, a mentoring visit to a more established CSA in Devon and networking with other existing CSAs in Cornwall.



Laurence Jarrett-Kerr

PREPARING FOR EMERGENCIES

Our aim is to support economically thriving and resilient rural communities with farming at their heart, but we are also there for people when disaster strikes.



GROUNDWORK SOUTH

Communities Prepared, run by Groundwork South, is a national programme which aims to make communities more resilient in emergencies such as flooding, snow, other severe weather events and public health epidemics.

If you wish to make a donation to support the Fund's work, please visit www.princescountrysidefund.org.uk/donate

FARMING HELP

Farming Help is a collaboration between a number of farming support charities, supported by The Prince's Countryside Fund. Working with The Addington Fund, R.A.B.I., RSABI, The Farming Community Network and Forage Aid, we maintain a website (www.farminghelp.co.uk) and telephone line (staffed by FCN), providing farmers in need with a single support service. This partnership also allows networking and knowledge sharing on current issues affecting farm businesses.

EMERGENCY FUND

The Fund maintains an emergency fund, ready to be deployed during times of crisis in the countryside. In August 2019, we donated £50,000 to help farmers and rural communities affected by the flooding in Reeth and Arkengarthdale, North Yorkshire. This was distributed via The Addington Fund, working closely with Forage Aid. We also worked with the Dry Stone Walling Association, who have been supported via the Fund's grants programme for several years, to provide trained volunteers to help rebuild the dry stone walls that were destroyed by flooding.

Our Emergency Fund is drawn from our charitable reserves.

FARM SUPPORT COORDINATOR

In 2019, the Fund introduced a new Farm Support Coordinator role. This arose after a number of regional farmer support groups and networks that we work with expressed a desire for greater collaboration, knowledge transfer and cohesion. Following the Fund's annual farmer networks day in 2019, it was decided that the Fund would appoint Diane Spark to this

position as Farm Support Coordinator. Diane's role is to share guidance, advice, and best practice across the 40-plus local and regional farm support networks in the UK. Diane said: "I am delighted to have recently taken on this exciting new part-time role and I look forward to helping promote and support the amazing work and usefulness of the UK farm support community."



Diane Spark



Reeth Wallathon

Our emergency fund has provided financial aid in an emergency to:

- Somerset Levels **2014**
 - Cumbria **2015**
 - Northern Ireland **2017**
 - Yorkshire **2019**
 - Lincolnshire **2019**
-

OUR EVENTS

Throughout the year, we attend a number of events with our Patron, beneficiaries and supporters to highlight and celebrate the work we do to look after the people who look after the countryside.

SPRING

- **Over £490,000 of grant funding** was awarded to 26 community-led projects across the UK.
- **A group of Northern Irish farmers** from the Enniskillen group of The Prince's Farm Resilience Programme met HRH The Prince of Wales on 21st May at Lisnaskea Cornmarket.
- **Buckingham Palace Garden Party:** The Fund was delighted to attend a Buckingham Palace Garden Party with several of our grant beneficiaries to celebrate HRH The Prince of Wales's 70th birthday.
- **Abattoirs round table:** We were joined by our Patron, HRH The Prince of Wales as we held a round table discussion with 30 industry stakeholders at Dumfries House to discuss the future and viability of small and local abattoirs.

SUMMER

- **Our team toured the UK** promoting The Prince's Farm Resilience Programme, attending the Balmoral, Royal Highland, Royal Cornwall, Royal Welsh, and the Great Yorkshire Show. Thank you to M&S and NFU Mutual for hosting us!
- **Dolgellau Auction Mart:** Our Patron, HRH The Prince of Wales met farmers participating in The Prince's Farm Resilience Programme and launched the Fund's Auction Mart research at Dolgellau Mart, in North Wales.
- **National Countryside Week:** We celebrated National Countryside Week and published our Village Survival Guide, launching on BBC Breakfast – it's now been downloaded over 12,000 times!

- **Countryfile Live:** We attended BBC Countryfile Live and over 2,500 people 'Walked a Country Mile' – a 6,075-foot route through the beautiful grounds of Blenheim Palace, Oxfordshire.
- **£50,000 was released** from our emergency fund to help farmers and rural communities affected by the flooding in Reeth and Arkengarthdale, North Yorkshire.

AUTUMN

- **The Prince's Farm Resilience Programme** began its fourth year, across 15 locations in the UK.
- **Jordans Sustainable Agriculture Bursary:** we celebrated the official launch of the Jordans and The Prince's Countryside Fund's Sustainable Agriculture Bursary. The winners of the 2019 Bursary gathered at the Jordans Mill in Biggleswade, the original production site of Jordans and one of the last working roller mills in the country.

WINTER

- **We launched** the Forest Holidays Start-Up Fund, offering grants to new rural businesses.
- **HRH The Prince of Wales** visited farmers affected by flooding in Matlock.
- **Oxford Farming Conference:** The Fund hosted a breakfast reception at OFC to launch our partnership with McDonald's.
- **Future Farmers Forum:** Thirty ambitious young farmers from all around the UK attended the event, kindly hosted by Aldi at their Atherstone HQ.
- **New Holland 'Up to Speed' Scheme** launched offering three worthy beneficiaries the chance to win the loan of a New Holland machine for a full year.



Countryfile Live



Matlock visit



New Holland 'Up to Speed'

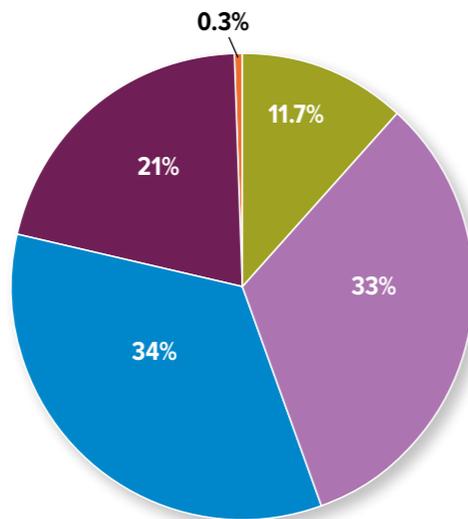


Jordans Sustainable Agriculture Bursary

HOW OUR WORK IS FUNDED

We are a small charity that operates very efficiently, delivering huge impact with limited resources. All of the funds to deliver our work come from the support of Companies, Trusts, Foundations and Individuals.

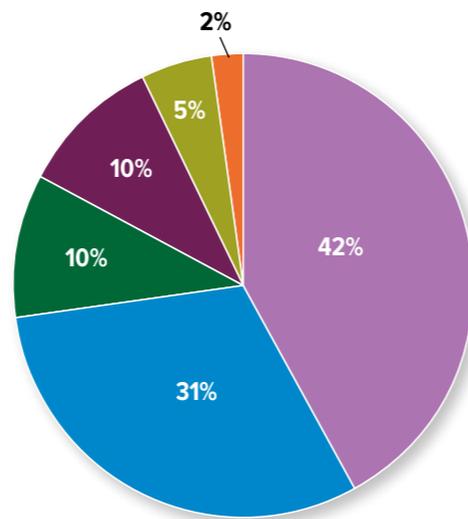
WHERE OUR FUNDING COMES FROM



- Individual Donations
£185,469.00
- Corporate Donations
£518,472.00
- Corporate Commercial Agreements
£543,697.00
- Grant Funding
£324,609.00
- Investment Income
£5,093.00

TOTAL £1,577,340.00

HOW WE SPEND OUR FUNDS



- Grant Funding
£639,309.94
- Farm Resilience Programme
£467,991.22
- Cost of Fundraising
£159,204.27
- Research & Projects
£154,605.29
- Emergency Funding
£72,851.74
- Event Costs inc PR & Marketing
£30,763.74

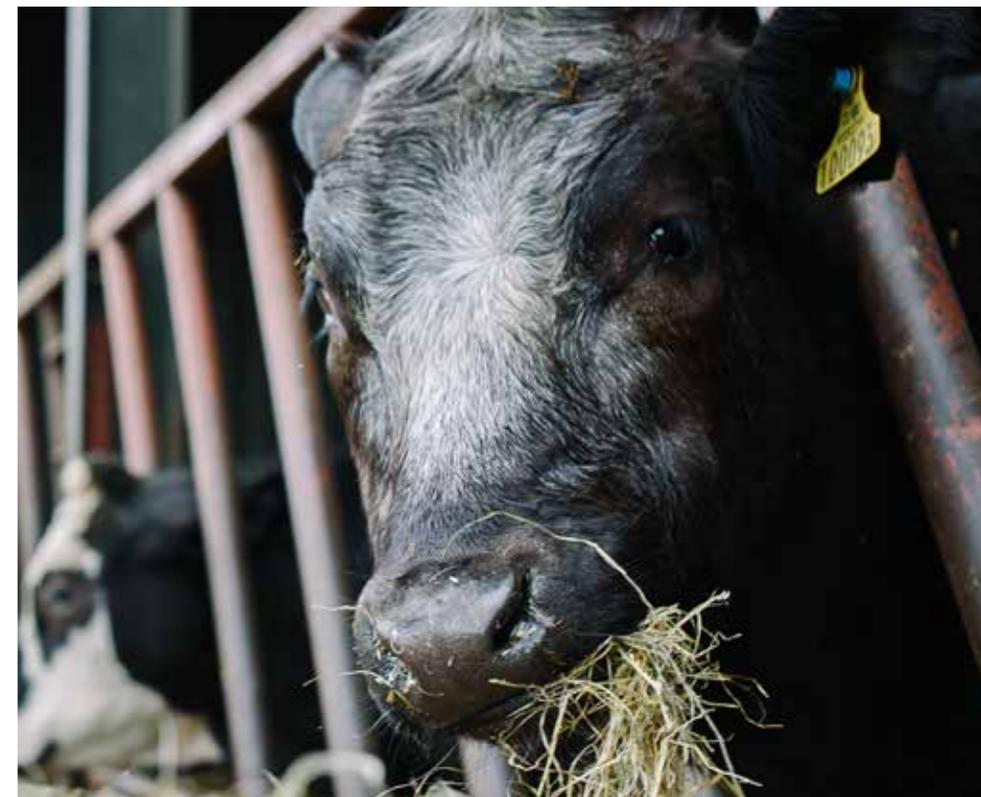
TOTAL £1,524,726.20

OUR AMBITION

With more income we could give more grants, do more research and help many more farmers and rural communities. Our three-year fundraising strategy will see us investing in resources to develop new income streams and at the same time looking carefully at how we recognise and communicate better with the people and companies who so generously support our work.

In 2019/20 we launched a Patrons' programme and recruited our first Patrons, Benefactors, Friends and Supporters. Funds raised through this programme will enable us to deploy resources to where they are most needed.

We are very grateful for the continuing support given to us by players of People's Postcode Lottery to fund our rural community grants programme. We will be seeking funding for other projects from Trusts and Foundations, to develop and grow The Prince's Farm Resilience Programme, expand the coordination of our farming networks and to better evaluate the impact of our work.



THANK YOU TO OUR SUPPORTERS

CORPORATE PARTNERSHIPS

The Prince's Countryside Fund simply could not function without the generous support from our Corporate Partners. We are incredibly grateful for their ongoing dedication and commitment to the Fund, which allows us to make a lasting impact in rural and farming communities. We take pride in working closely with quality brands and companies who share our vision of a resilient and vibrant rural sector for future generations.



CORPORATE DONATIONS

Not all companies choose to become a Corporate Partner – some companies support our charitable work by making an annual donation so that we can deliver projects to help rural and farming communities.



HOW OUR PARTNERS HELPED US IN 2019/20

We work with our Corporate Partners in a variety of ways and on a number of different initiatives.

Aldi is sponsoring three groups of The Prince's Farm Resilience Programme: Huntley, Oswestry and South Hams. We're proud to see our logo on Aldi's fresh British lamb and beef!

Booths is creating a bespoke tea blend to celebrate our tenth anniversary - look out for it on sale this summer!

Capreolus Distillery has supported the Fund through a logo licensing agreement.

Duchy Originals Limited contribute to the Fund through a very generous annual donation. Funds are raised through the sales of Waitrose Duchy Organic products available at Waitrose & Partners, both online and in store. The donation is used to support all areas of our work including our grants programme, The Prince's Farm Resilience Programme, and Emergency support.

Forest Holidays is working with us to support businesses through the Rural Start-Up Fund, providing small grants to new rural enterprises.

As of 2020, the Fund's logo is appearing on **Gregory Distribution's** fleet of British milk tankers.

Jordans and the Fund are supporting our first cohort of students through the Sustainable Agriculture Bursary, an initiative to encourage more young people into agriculture.

M&S hosted three farming award ceremonies at the summer agricultural shows.

We've launched a three-year partnership with **McDonald's UK and Ireland**, who are sponsoring a workshop in the Farm Resilience Alumni Network as well as supporting our core work.

The Prince's Countryside Fund is supporting the **Morrisons'** apprenticeship levy. **Morrisons** is also sponsoring two groups of The Prince's Farm Resilience Programme: Garstang and Skipton.

Musto continues to support the Fund through the sale of our branded capsule clothing collection.

The Prince's Countryside Fund and **New Holland** launched the 'Up to Speed' Scheme, awarding three farmers the lease of a New Holland machine for a year. Our celebrity ambassador, JB Gill, helped us launch this exciting opportunity!

Saputo Dairy continue to support the Fund by using our logo on Davidstow Cheese and Countrylife butter - backing British dairy farms!

2020 marks the tenth year of incredibly generous support from **Waitrose & Partners**. From featuring our logo on their fresh British milk, to selling a limited edition reusable Emma Bridgwater bag to raise funds for us, Waitrose are true champions of the British countryside.

The Fund's logo appears on **Warburtons** 'Original Seeded' batch. Look out for it in stores!



HOW TO SUPPORT THE PRINCE'S COUNTRYSIDE FUND

As a charity, The Prince's Countryside Fund is reliant on the generosity of Corporate Partners, Trusts, Foundations and individuals to continue our work. The income we generate is vital to keep British farming and rural communities alive in an increasingly difficult climate.

If you are interested in supporting the Fund, there are several ways to get involved:

BECOME A CORPORATE PARTNER

Show your commitment to the British countryside and join a group of likeminded corporate partners who are involved in our work and benefit from brand association.

BECOME A PATRON, BENEFACTOR OR FRIEND OF THE COUNTRYSIDE

Make a donation and join our network of supporters helping to protect the countryside across the UK. See our website for more details.

TRUSTS AND FOUNDATIONS

We are seeking support from Trusts and Foundations to expand our national and regional work to deliver The Prince's Farm Resilience Programme and undertake vital research.

FUNDRAISE FOR US

Visit our website to download our Fundraising Pack.

MAKE A DONATION

By cheque

Payable to:
The Prince's Countryside Fund
(137 Shepherdess Walk, London N1 7RQ)

In person

Over the counter at the Post Office

Online

Donate through our website via our Virgin page: The Prince's Countryside Fund

Text to donate

Text PCF3 to 70300 to make a £3 donation

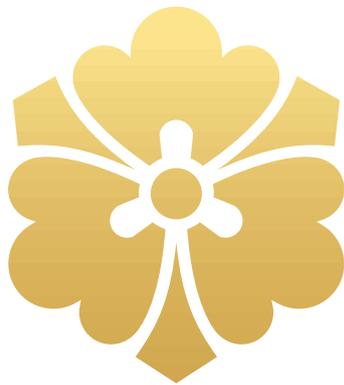
Please get in touch with us for more information on
info@countrysidefund.org.uk or call **020 7566 6672**

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www.princescountrysidefund.org.uk



**THE
PRINCE'S
COUNTRYSIDE
FUND**