Reconnecting with our wonderful beneficiaries and reflecting on how the bursary has helped their businesses this year

**Chris Puttick: Co-Founder of Ewetrack**

Ewetrack is an agri-tech start-up project aimed at solving sheep worrying, rustling and mortality within the industry. Chris wanted the vehicle to be able to reach inaccessible farms and flocks, as well as carry a large amount of equipment and stock, often across difficult terrain.

Chris says the vehicle has been “crucial” in developing his company: “the use of the vehicle allows me to not have to worry about transporting large goods, off-road access and towing. **It has allowed the business to speed up its growth**” Chris has added over 27,000 miles to the vehicle: “I think the number of additional people, businesses and institutions the Land Rover has enabled us to meet is probably around 200. This would be far more than we initially anticipated.”

Chris’ best bit of the year was hosting the whole NFU livestock team to showcase his products: “at the event we used the Land Rover as a tech hub with wifi streaming from the vehicle itself”. This is something Chris explains would not have been possible without the Land Rover.

Chris said the vehicle has “proven to be such a lifeline” and he could only send “such gratitude for the support.”

**Andrew McGregor: Director of AMCG Farming Ltd**

Andrew owns 160 dairy cows in the Scotland-South Lanarkshire region. He also plays an active role within the Scottish Association of Young Farmers Clubs (SAYFC), where he is Chairman of Lanarkshire District Young Farmers and Vice Chairman of SAYFC’s Agri and Rural Affairs Group. Andrew needed the vehicle to not only assist with his dairy business, but to allow him to give lifts to isolated members of SAYFC.

Andrew says the vehicle has been used every day during the loan and has been incredibly helpful both on and off farm. His biggest achievement with the Land Rover has been “running an initiative to get members donating blood to show that **young farmers are the life blood of the countryside**. We donated 111 pints between us”. Without the vehicle, this project would not have been possible. In addition, Andrew has been able to attend further afield meetings and events in all corners of the country as a result of the bursary.

Andrew said the bursary has made his year an “excellent one.”
Abbie Westcott: Farmer and Pedigree Breeder

Abbie lives on her family farm in Somerset, where she owns a herd of pedigree British blondes. Abbie needed the Land Rover to not only support her own business showing cattle, but also to provide a production service to other breeders. After being diagnosed with Lyme disease, the large and comfortable vehicle allows Abbie to travel pain-free.

Abbie explains: “Usually a three-hour journey leaves me unable to walk and barely talk which impacts my livelihood massively and means I need someone with me at all times. However, after a fourteen-hour round trip to collect a client’s show ram, I was still able to walk and talk relatively normally which hasn’t been possible in the last 9 years!”

In addition, Abbie has been able to improve the lives of isolated people in her community (and beyond!): “Being able to drive comfortably has also meant that I’ve been able to reconnect with so many people that like myself, suffer from the negative effects of rural isolation and a debilitating disability. Just driving to some isolated farms for a chat I feel is improving and enriching other peoples lives as well as my own”

Finally, Abbie details: “Agriculture is a very volatile industry and there aren’t a lot of chances or breaks given, especially if you are a youngster. I would like to thank Land Rover and The Prince’s Countryside Fund for the lifecchanging opportunity they have provided me with. If it wasn’t for this chance, I would have likely not continued with my showing career, nor helped educate people about the cattle, and my mental and physical health would have considerably deteriorated.”

Gruffydd Rees: Farmer, Bee Farmer and part-time Countryside Ranger

Gruffydd lives on a small farm, owning a flock of 40 sheep and a small herd of 9 cattle and calves. Gruffydd is also a bee farmer and has won awards for his locally produced honey. Finally, Gruffydd supports the community through working part-time as a local warden. Gruffydd and his wife wanted the Land Rover to carry large amounts of kit to and from the bee sites, which are all on field edges/rough land. In addition, the Land Rover has meant he could purchase and sell livestock at local markets by towing a trailer on the back of the Land Rover, instead of paying for a hauler.

Gruffydd explains the bursary has been a “great talking point” with both old and new customers, which has “unquestionably strengthened the brand, recognition and endorsement of his products.”

The vehicle has also allowed Gruffydd to conduct educational talks about his honey and delivering the produce to isolated shops, which are a “lifeline to local communities.”

He finishes: “The award has benefited our business massively, [and been an] instrumental part of us pushing our brand. We feel very honoured and humbled...we are incredibly thankful. It’s a fantastic opportunity”
Thank you from The Prince’s Countryside Fund to Land Rover

We hope you have found it as encouraging as we have to see the success of The Prince’s Countryside Fund Land Rover bursary this year. It is inspiring to read these case studies and understand how the scheme has changed the bursary winners’ lives. Each beneficiary has identified significant and measurable benefits to their business, whereby the vehicle has allowed them to complete tasks which would have been otherwise impossible. In turn, new contacts, clients and business opportunities have arisen.

In addition, it is rewarding to see how the beneficiaries have been able to reach out and support their local community because of the vehicle. In each case study, the individuals have been able to make a real difference to local people in their communities. As a result, the Land Rover has made a significant difference to far more peoples lives than just the five beneficiaries and their immediate contacts.

We are very grateful and thankful for the successful partnership between The Prince’s Countryside Fund and Land Rover over the past five years. Thank you for helping us improve the lives of people living and working in the countryside, with the overall objective of ensuring a viable and sustainable future for rural communities.

We look forward to opportunities for working together in the future.

Best wishes,

Rebecca & Claudia, The Prince’s Countryside Fund’s Fundraising Team