



## ASSISTANTS, LIVERYMEN & FREEMEN

*The following were clothed as Liverymen at the Court meeting on 7 June 2011:*

Edward James Andrews  
David William Ashley Burgess  
John David Leaver  
Brian Norman Lock  
Robert Metcalfe

*The following were made Freemen by Redemption at the Court meeting on 7 June 2011:*

Alick John Richard Jones  
Proposed by A J Brown  
Seconded by T J Russ

Michael Jonathon Thorpe  
Proposed by J F Thorpe  
Seconded by A H Ashby

*The following were made Freemen by Redemption at the Court meeting on 11 October 2011:*

Peter John Gerald Addington  
Proposed by C J French  
Seconded by R C Butler

Alexander Basil Michael  
Batanero de Montenegro  
Proposed by J M Stansfield  
Seconded by J K Reynolds

Peter Walter Wiggins-Davies  
Proposed G C H Smith  
Seconded by S C R Fell

## CALENDAR OF EVENTS

2011

**Saturday 12 November**  
Lord Mayor's Show with buffet luncheon in Hall

**Tuesday 6 December**  
Court Meeting and Livery Luncheon at Butchers' Hall

**Thursday 15 December**  
Carols at St Bartholomew the Great, followed by refreshments in Hall

2012

**Tuesday 24 January**  
Banquet at Goldsmiths' Hall

**Wednesday 15 February**  
City Food Lecture at Guildhall (Speaker: Justin King CBE, Chief Executive J Sainsbury plc)

**Tuesday 21 February**  
Inter-Livery Pancake Race in Guildhall Yard

**Tuesday 13 March**  
Court Meeting and Livery Luncheon in Hall

**Tuesday 27 March (tbc)**  
Agricultural Lecture & Dinner

**Tuesday 12 June**  
Court Meeting and Livery Luncheon in Hall

**Tuesday 17 July**  
Summer Outing

**Tuesday 9 October**  
Court Meeting, Harvest Thanksgiving, Installation and Livery Luncheon in Haberdashers' Hall

## OBITUARIES

*It is with sadness and regret we announce the death of the following:*

Liveryman Basil Gordon Reitz MBE of Laindon, Basildon, Essex died on 27 July 2011. He was Clothed on 8 June 1981.

Liveryman Joseph Odam JP DL, of Haynes Farm, Eye, Peterborough died on 2 August 2011. He was Clothed on 14 June 1982.

## EDITORS NOTE:

This newsletter covers many of the Companies' activities from March 2011 to the Installation of the new Master on October 11th. **Copy date for the Spring Newsletter is 21st February 2012.**

As the new editor of the newsletter I am keen to cover as many of the Company's activities as possible. Please E-mail the copy and high resolution photographs to me as soon as possible after the event at: [johnevans740@btinternet.com](mailto:johnevans740@btinternet.com)

For good quality printing, the photographs need to be high resolution, as taken by the camera and not re-sized or downscaled for e-mailing or web browsing. Thank you and keep contributing.

## Peter Faulkner installed as Master



The Master Peter Faulkner with Senior Warden John Reynolds and Junior Warden Hazel Baroness Byford

*Peter Faulkner was installed as Master of the Company on October 11th and he has every intention of his year as Master of the Company being fun – and he's really serious about that. So much to celebrate, so many opportunities for fun!*

Like his immediate predecessor Follett Balch, Peter is a Chartered Surveyor, but his career has been devoted to the rural world. Born and bred in Hertfordshire, Peter began his training in the East Midlands and by his late teens he could be found on the rostrum with gavel in hand at markets in Retford, Worksop and Mansfield. When he decided to return to Hertfordshire, he was presented with an ivory gavel that he treasures and has used it at every major sale in his long career. He was the senior partner of Faulkners in Kings Langley until 2008.

In the auction ring and sales room, Peter learnt the importance of fun. "If people are enjoying themselves they are far more likely to concentrate on what is happening, get involved and raise their hands to make a bid," he says.

He believes the same philosophy applies to professional bodies and livery companies, "People are far

more likely to get engaged and contribute, if they know they are going to enjoy it."

Peter speaks from experience of professional bodies. In 2001/2 he was President of the Royal Institution of Chartered Surveyors, a global organisation with 120,000 members. This reinforced his enthusiasm for people, education and communications. In the world of education, he chairs the Board of Governors of St Margaret's School, Bushey (formerly the Clergy Orphan Corporation School for girls).

"The world of farming is about long term business relationships that often turn into friendships," says Peter. Such a transition brought Peter into the Worshipful Company of Farmers. Having guided Liveryman Robin Bloomfield in the sale of his Hertfordshire farm and relocation to Dorset, Robin encouraged Peter into the Company and he was clothed in 1998.

The new Master's 'fun year' will build on the increased focus on fellowship introduced by the Past Master and of course Education will be another feature. The new Master believes the Company can rightly be proud of its courses in management and

leadership, however he also wants to explore our role as a Livery Company in delivering education within the City of London. This enthusiasm is, in part, driven by a recent talk he delivered to the City of London Freeman's School where he was astonished that 300 upper school



Peter and Alison Faulkner

pupils could have so little knowledge of the food that they eat. While still practising as a Chartered Surveyor, Peter does find time for other pursuits which he lists as shooting, fishing and fast cars (currently an Aston Martin DB9) – all part of his focus on fun! He even has a top marque lawnmower for his two and a half acre garden.

The new Master will have his wife Alison by his side during the year. She, together with his Chaplain, Rev. Dr. Giles Fraser, Canon Chancellor of St Paul's Cathedral and regular broadcaster, will participate in the fun and support Peter in his serious objectives for the coming year.

Peter wants the Company to be conspicuous in the City during 2012. "It is the year of our own Diamond Jubilee, Her Majesty the Queen's Diamond Jubilee and the Olympic Games. With so much to celebrate there will surely be opportunities to advance the educational and charitable objectives of the Company," says Peter.

Liveryman Geoff Dodgson





OUT AND ABOUT

## Getting new Entrants into Farming

**With the average age of farmers gradually rising over the 60 mark where will the next generation come from? How can aspiring new entrants be helped?**

The late Peter Layzell of Great Cornard near Sudbury in Suffolk thought he had an answer and put his money, or more accurately his acres, where his mouth was. In his will Peter, who had no children, left his 432 acres of land to be bequeathed to a charity which was then to let this land, in small blocks, at favourable rates to aspiring new entrants to farming. The charity was also to provide education and agricultural assistance for them.

Last Michaelmas the first block of 81.3 acres of arable land was offered on a five-year farm business tenancy. The trustees were delighted to receive ten applications/tenders for the land and each applicant was given a full interview with a shortlist of three. The candidates were all very strong but when the Chairman of the Trustees asked the simple question "which candidate would Peter choose?" the answer was clear. Ben Martin was awarded the tenancy but at a rent less than he had tendered which is payable annually in arrears and is fixed for five years. Ben will receive the Single Farm Payment and he also opted to extend his tenancy to six years in order to enter the ELS scheme.

Ben is in his early twenties and works as an assistant farm manager on a nearby large arable farm. He borrows/rents machinery from his employer and utilises all of his farming contacts including help from the Trustees. The tenancy of this land has enabled him to establish himself as a farmer in his own right and his knowledge and understanding of farming has expanded enormously in the months since he took on the land. 80 acres are never meant to provide him with a livelihood but the Trustees' intention is that it should provide him with a vehicle to increase his agricultural knowledge.

Further blocks of land will be made available in the future and the Trustees hope to be able to help other aspiring entrants to farming. Could this model be reproduced elsewhere? I feel it could and would be delighted to discuss the success of this approach with any members of the Livery.

Liveryman Richard Kemsley

## Ladies day out

**On September 12th Libby Balch, wearing her Mistress Farmer's hat, arranged for a group of 12 ladies to visit Charterhouse on its 400th anniversary and this is her report on a very successful day out.**

I arranged for a group of us to visit this fascinating corner of Charterhouse Square and, over a cup of coffee in the wonderful Old Library, The Master, Mr. James Thomson, outlined the long history of The Charterhouse stretching back to 1372 when Sir Walter de Maunay founded a Carthusian Priory on the site of a burial ground for the victims of the Black Death. The Priory flourished for some 150 years until Henry VIII's Dissolution of the Monasteries, unfortunately leading to martyrdom for resistant Carthusians.

In 1545 Sir Edward North acquired and developed the buildings. After his death they were sold in 1565 to the IVth Duke of Norfolk, becoming known as Howard House. In 1611 the Howard family sold it to Thomas Sutton, a very wealthy commoner, who founded an almshouse and school on the site but sadly died the same year.

Charterhouse School moved to Godalming in 1872, but to this day unmarried men, over fifty years old, as stipulated by Thomas Sutton's Foundation, reside at The Charterhouse. The building has over the years been adapted and restored but retains a timeless appeal, including a peaceful garden cloister

with original monk's cell and an elevated walkway where Elizabeth I walked before her Coronation. The Old Library is undergoing restoration to display the interesting paintings and silver, and the beautiful plasterwork ceiling in the Great Chamber has already been restored.

The Master's knowledge of the history of the building made for a fascinating tour and we were very lucky to have him as our guide. We were treated to an unexpected and delightful organ recital in the chapel by Brother Graham, after which we lunched in the Dining Room with the Brothers, the Master and his wife Kate.

### COLLECTION FOR THE RED CROSS



On Friday May 6th the annual Masters and Wardens collection on behalf of the Red Cross took place on London Bridge and 27 livery companies took part. Unlike many others our Company was represented by the full complement, the Master Follett Balch and both Wardens, Senior Warden Peter Faulkner and Junior Warden John Reynolds. Everyone was dressed in full livery regalia and the Master also sported a fine hat to keep out the burning sunshine. The Red Cross consider this event to be a major fundraiser for them and the total amount raised in two sessions was £5,473 some £1,850 more than the 2010 record. The Farmers put in a sterling effort and collected some £250 and were well up in the rankings and look forward to beating that figure in 2012.

CHARITY CO-ORDINATOR UPDATE

## CHARITY MATTERS

**Like every enterprise our Charitable work needs to be self funding to enable us to continue to maintain our levels of support to our various recipients, in particular our flagship educational courses.**

Our Charitable income comes from four main sources, rentals, dividends, donations and from the Company including Charitable Quarterage. In the year ended Sept 30th 2010 our income from investments and rentals were down by £26,500 on the previous year making it essential that we increase our funding to maintain our levels of support. During the same year we spent £60,000 supporting our work, £32,000 of which was towards Educational activities with eight other worthy categories receiving lesser amounts.

In addition to our two flagship Courses at Cirencester and Duchy College we support apprenticeships, a travel scholarship and training grants for 10 college students through the auspices of the Henman, Brooks and Jubilee Committees.

The Almoners Committee, under the chairmanship of Past Master Richard Brooks, allocates funds in the sectors of Farmers in Distress, Education and City. Included in this was £1,000 to support the Surrey Docks Farm and prizes to 10 Agricultural Colleges.

This edition of Charity Matters features the College prize giving - probably one of the lesser known activities of our charity. It is the Almoners Committee which decides on these and presents recommendations to the Court, and it is the committee's chairman, Past Master Richard Brooks, who is the point of contact with the Colleges. The majority of prizes are presented at a Summer prize giving and whenever possible the Master or a member of the Company is present. Currently the prize is a cheque for £100.

The Colleges recommend the winners to us and typically they are for "outstanding performance", "best student", "best dissertation" and this year one for "best progress despite being deaf".

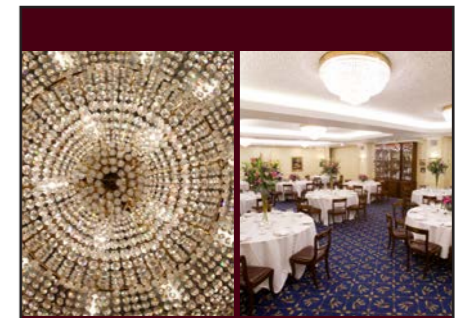
The Colleges are:

Askham Bryan	Yorkshire
Bishops Barton	Yorkshire
Duchy College	Cornwall
Easton	Norfolk
Hadlow	Kent
Harper Adams	Shropshire
Moulton	Northants
Plumpton	Sussex
Royal Agric	Gloucestershire
Writtle	Essex

If any liverymen have connections with these colleges and could assist with presentations, please let the Clerk know.

The support we are able to give through the charitable fund is much appreciated. To quote one college: "Please accept our thanks and gratitude for your continued generosity in this way it really is appreciated". To quote one (lady) winner: "Can you please forward my sincere thanks to the Worshipful Company of Farmers for their generous contribution of £100, the recent award I received at the college prize giving day. I have completed my studies this year for a BSc (Hons) degree in Rural Business Management and received my results yesterday, a 2.1. I am lucky that I have acquired a job on the Healthy Livestock project working with dairy, beef and sheep farmers throughout the South West of England to improve the health of herds and flocks. Many thanks". We hope all our young prize winners will go on to make valuable contributions to the farming industry.

Richard T Halhead FRAGS



## ATTENTION ALL FARMERS!

**The most competitively priced event space in London is available exclusively to you.**

Whether it is business or pleasure, you can hire the Farmers' & Fletchers' Hall at unbeatable prices. Your existing Livery membership entitles you to 25% discount on venue hire. Plus, you'll receive favourable payment terms - no deposit is required, making the booking process quick and simple.

Whether you need meeting space, a venue to hold a birthday celebration, a private dinner, or Christmas party; Farmers' & Fletchers' is one of the most sought after Livery Halls in the City.

Our very own event specialists It's The Agency can advise you on all you need to know when creating an event; in partnership with our exclusive City renowned caterer, Chester Boyd, you are in the best hands possible.

Take a virtual tour of the Hall @ [www.farmerslivery.org.uk](http://www.farmerslivery.org.uk), where you can see the Hall in all its glory.

Call the team on 020 7871 0577 or email [sales@itstheagency.co.uk](mailto:sales@itstheagency.co.uk) for more details.





THE ENGLISH WINE INDUSTRY

## Plumpton College the Centre of Excellence



Rock Lock Vineyard part of the Plumpton College Estate

**For most people the idea of buying English wine to drink at home or in a restaurant is a no-no but did you know that the winner of the best sparkling wine in the world 2010 came from Sussex and the Queen recently toasted President Obama with English sparkling Rosé wine?**

Although viticulture was introduced into Britain by the Romans, UK wine producers are very much 'New World Winemakers' as they are still experimenting and have no established traditions. In medieval times there were over 60 vineyards in the UK but factors such as the mini-ice age of the eighteenth century and the introduction of grapevine powdery mildew resulted in the abandonment of commercial viticulture in Britain in 1920. A group of intrepid enthusiasts re-launched the industry in the 1950s and there are now more than 300 commercial vineyards with a total of about 3,500 acres, producing around 3 million bottles of wine a year with a turnover of £30m.

The rapid rate of growth of our vineyards is partly due to climate change and some experts believe that we currently have a similar climate to that of the Champagne region in the 20th century. In fact, many producers are planting Champagne vine varieties (Pinot Noir, Chardonnay and Pinot Meunier) with a view to producing sparkling wines to rival our nearest wine-producing neighbours and in

2010 50% of English wine was of the sparkling variety. It's interesting to note that the chalky soils of the South-east of England were formed at the same time as those of Champagne.

During this re-establishment stage Plumpton College, in association with the University of Brighton, has been very involved in supporting the industry through education and training. Situated near Lewes in Sussex, at the foot of the South Downs, the College manages a 2,000 acre farming estate and teaches around 1,500 full-time and 3,000 part-time students offering a wide range of land-based courses in subjects such as Agriculture, Horticulture, Equine Studies and Forestry. However Plumpton is unique in the UK in offering undergraduate courses in Wine Production and Wine Business with students from all over the UK as well as Scandinavia, Eastern Europe and New Zealand.

The principal course is the BSc (Hons) Viticulture & Oenology, normally studied as a three-year full-time course. In the first year, students study modules on Vineyard Establishment and Maintenance, Vine Biology, Chemistry, Wine Analysis and Wine Tasting, which provides them with a varied diet of lectures, tastings and laboratory practicals. The second year focuses on winemaking and all students contribute to the production of the College's award-winning wine which is sold in

local Waitrose outlets and in some of the best restaurants in the region. The third year starts with a commercial placement, often abroad, then followed with top-level modules in subjects such as Wine Microbiology and Sustainable Wine Production. The students complete a study tour to Champagne, organise a conference to present their findings and they also have to complete a major project, usually based on one of the Department's research areas.

Students who wish to focus on the practical aspects can choose a slightly different route and leave the course at the end of two years with the Foundation Degree in Wine Production. This can lead to careers in vineyard management and winemaking both in the UK and the rest of the world. Each year about 20 students obtain the Foundation Degree in Wine Business, which prepares them for a career in the wine trade and associated industries, such as wine tourism and journalism.

To enable it to deliver these courses, Plumpton College manages a 20 acre vineyard on three different sites and a well-equipped modern winery. This winery is situated within the 'Plumpton Wine Centre' which also houses laboratories and a state-of-the-art tasting room.

The 'WineSkills' project was launched in February 2010 and is a new and innovative training initiative for the UK wine industry. It consists of one-day practical and theoretical workshops in every wine-producing region of the UK, covering vine growing, winemaking and wine marketing. Once a month, international specialist from countries such as New Zealand, France and the United States present a Masterclass to the industry. There is also a mentoring scheme, which employs five experts in their fields who make visits to wine producers, offering advice not just for these individuals, but for the industry as a whole.

The Wine Department also has a research activity in association with the universities of Reims, Geisenheim and Saragossa, directing staff and students towards research areas such as the identification of ideal sites and varieties for wine production in the UK.

Chris Foss  
Head of Wine Studies

AGRICULTURAL DINNER AND LECTURE - 14 APRIL

## The implications of volatile global dynamics for UK farming

**The 2011 Agriculture Dinner held on April 14th was addressed by Tom Vosa, Head of Market Economics Europe for the Australian National Bank and also Chief Economist for the Clydesdale Bank and Yorkshire Bank. Demand for tickets was such that the dinner was held at Butchers' Hall which can accommodate some 40 more than our own Hall and all the places were taken with many 'graduates' from our two courses in attendance.**



The Immediate Past Master with Tom Vosa at Butchers' Hall

Tom began his lecture with a quotation from J. K. Galbraith: 'The only function of economic forecasting is to make astrology look respectable'. He then proceeded to give an in-depth analysis of the current economic and political situations highlighting the causes of financial problems, some of which, such as the Icelandic volcanic eruption in 2010 and the devastating Japanese earthquake and tsunami, were beyond the control of mankind but had had a very significant impact on the world economy.

What is now evident is "The world has turned upside down with emerging markets having robust banking systems, fiscal surpluses and strong growth. The rise of Brazil, Russia, India and China is well-known but Latin America looks set to grow by 5% in the medium term and Asia by 8%." He also noted that 4 of the 8 highest rated 'AA' banks left in the world are Australian, a very significant change from the old order.

"The biggest change from globalization is that we are no longer in a world in which, when the US

economy catches a cold, the rest of the world sneezes. The poorer parts of the world will be growing at least twice as fast as the northern hemisphere and in some cases between 4 and 5 times as quickly. So while we feel pain in Europe and the US, it does not imply that we are doomed to slow and sluggish growth." He also emphasized the significant effect that fluctuations in commodity prices have on world economies, in particular the price of oil which has major implication for farming both as a fuel and raw material for fertilizers etc.

He then developed the lecture into the implications for the agriculture sector of these economic trends and said "As the parts of the world which are growing most strongly are the hungriest. In simple terms 85 per cent of the world's population is experiencing real GDP growth of six per cent. With higher inflation rates, nominal growth is even faster and well above population growth rates implying increases in real GDP per head. By 2050, the global population is expected to be around 9 billion, up from 6.8 billion at the moment, an increase of around one third in the number of mouths to feed".

He gave many examples of the challenges faced by the industry one of which was "we know it takes around 14 kilos of grain to make one kilo of beef, 7 kilos for lamb and roughly 4 kilos for poultry, so we are in a world where grain demand will grow at a much faster rate. A rate which we might find much more difficult to maintain" and "The disconnect here is that while the world wants and needs sustainable farming, if we went to all-organic farming overnight, output would collapse and half of the planet would starve to death immediately".

Tom elaborated on the impact that currency exchange rates could have on commodity demands and volatility and also on the significance of rainfall and water availability, likening the importance of water to computer software and land to computer hardware. Tom closed his lecture by stating that these were his own views and not that of any employer which is covered by a very extensive disclaimer at the end of his lecture. Tom then took many questions from the floor on a wide range of issues.

### THE LONDON FREEMEN'S SCHOOL ANNUAL PRIZE GIVING



Every year the Company awards prizes to outstanding pupils at affiliated Colleges and Schools and this year was no exception. The photograph, courtesy of Inkwell Photographic, is of Senior Warden John Reynolds awarding the

Worshipful Company of Farmers prize for Attitude and Endeavour to the senior boy, Thomas Sneller, and the senior girl, Chelsea Wilby of the City of London Freeman's School. Both are starting university life this year and we wish them well.





MILITARY AFFILIATIONS

## Military and Cadet Forces News

*The Company has close affiliations with all three services with regular contact and support activities. The three key contacts are with HMS York, a type 42 Destroyer; HQ (W) Squadron The Royal Yeomanry (the Westminster Dragoons), a Territorial Army unit; and The Middlesex Wing of the Air Training Corps.*



Cdr. Simon Staley RN

The Naval connection is very strong with regular updates from HMS York on the ship's activities, subject of course to security considerations.

This year has been a particularly eventful one starting with delivering humanitarian aid to Benghazi and the evacuation of 50 people who were then disembarked in Malta. This was the start of a very long journey to the Falkland

Islands with a number of refuelling stops and also involved crossing the equator which was celebrated in traditional manner.

The Falkland Islands sector was part of a tri-service exercise to test reaction to any possible future aggression against the islands, followed by work on South Georgia with an Ordnance Disposal team to rid the remnants of the conflict. This leg of the exercise took 8 weeks to complete and York reinforced the British presence in the region.

The next leg of her journey was passing through the Magellan Straits, rather than around Cape Horn, and along the West coast of Chile through the Patagonian Canals before stopping at the port of Lima in Peru. From Lima York travelled through the Panama Canal to the Caribbean where the first port of call was Kingston Jamaica where the crew spent a day renovating and redecorating the 'Christian boys Orphanage'.

During her time in the Caribbean York assisted in the tracking down of a major counter narcotics vessel using the full complement of helicopters, an exercise that eventually resulted in a massive drugs capture. The journey then continued towards Portsmouth via Bermuda, Florida and the Azores and sadly it was Cdr. Staley's final time at sea in charge of HMS York. Over the last five months York has travelled 26,858 miles at the end of which the ship's company were delighted to be re-united with their families.



The Master presenting the trophy at Northolt

Our connections with the RAF are not always covered in the newsletter but since 2009 liverymen attending banquets have been greeted by smartly turned-out Air Cadets. They come from the Middlesex Wing of the Air Training Corps with which the Company has an affiliation. Thanks to a generous gift by Past Master John Thorpe the Squadrons compete for the Worshipful Company of Farmers trophy awarded to the Squadron which, in the opinion of the CO, has done the most for community relations.

On September 11th the Master attended the Wing Review at RAF Northolt, the oldest continuously operating airfield in the RAF, and presented the trophy to a representative of 862, Sunbury on Thames, Squadron. The Wing is looking for worthwhile voluntary community projects to support and is also keen to link with liverymen willing to host a party of cadets on their farm. Contact via the Clerk please.

Our primary Army affiliation is with The Royal Yeomanry (the Westminster Dragoons) which is a Territorial Army unit with a base next to Putney Bridge. Hundreds of RY soldiers have served alongside regular reconnaissance regiments in front-line and peace keeping missions over the past few years in Iraq and Afghanistan. Recently the Regiment was awarded the Freedom of the Borough of Hammersmith and Fulham in recognition of the Territorial Army's contribution to the overall military effort.



The Team of six arrive in the pouring rain at Lands End

On September 27th a team of six soldiers from The Royal Yeomanry embarked on a marathon cycle challenge from John

O'Groats to Lands End in order to raise money for its own regimental charity which provides financial and practical support to soldiers away on operations and their families. The team will have to average 82 miles per day to cover the 990 miles route in 12 days.

The Company is sponsoring Captain Paul Maxwell to complete the ride and another of the participants is reservist Warrant Officer Adrian Jenkins who is a scientist from the Health Protection Agency who previously took part in the Help for Heroes ride to Paris in 2009.

LUNCHEON TALK - 7 JUNE

## The Importance Of Rural Issues



*At the livery luncheon held at Farmers Fletchers' Hall on June 7th the speaker was Liveryman the Rev. Dr. Stuart Burgess CBE speaking as Chairman of the Commission for Rural Communities and the Rural Advocate to the Prime Minister; this is the gist of his fascinating speech.*

In my role as Rural Advocate I travelled extensively around Rural England drilling down to local communities gathering best practice and also listening to the issues facing rural communities in the 21st century. I have been able to communicate these messages directly to the Prime Minister both informally and formally in an annual report and across relevant government departments.

I have also chaired the Commission for Rural Communities which has three strands to its work: advocacy, producing hard evidenced base work for government and rural proofing.

It is important to look at the context of rural England in which 9.8 million people live and realise that we live in a beautiful country which we often take for granted. Over the last five years there has been a net migration of around 80,000 people moving from urban to rural areas mainly for quality of life issues. On the surface many rural communities look idyllic yet there is a good deal of rural poverty which is hidden and dispersed.

Over 800,000 households live below the poverty line and if this is aggregated up this means that over 2 million people live in poverty which, if brought together, would be greater than the conurbation of Birmingham. The population of rural England is growing faster than in urban areas and this could pose problems in the future for health provision but time only allows me to mention a few important rural issues.

**Affordable housing** is the number one priority for rural communities. The number of second homes in the countryside has put enormous pressure upon the housing stock and makes it almost impossible for young adult people to live and work in rural areas. Community land trusts are one way forward as they embrace a number of options and maintain housing as affordable in perpetuity. If we are serious in wanting future vibrant communities then more affordable homes should be built without altering the ethos of the village.



Broadband is limited in rural areas

**Broadband and mobile phone coverage.** There are many rural areas especially more isolated communities without this provision. The rural economy plays a very important role in the national economy and could play a greater part if there was good internet access. It is also of great importance for young people who live in rural areas as an educational resource.



Essential services in Horstead Keynes, Sussex

**Access to services.** We are aware of the closure of many pubs, shops and post offices in rural areas and I have come to the conclusion that every settlement needs a focal point and it could be the church or village hall as long as it can contain facilities which are needed. There are now over 50 churches which host a post office. This kind of provision is essential especially for the elderly, the disadvantaged and for the sake of the economy.

**Agriculture.** Farming will be of growing importance as the population of the world increases and I pay tribute to the young farmers who have embraced new ideas and have harnessed technology for the future and to the work of the agricultural colleges.

We produced a report last year 'High ground high potential' on the future of the Upland Communities which brings together some of the issues I have mentioned, plus the challenge of carbon storage and water sequestration. Finally we should be proud of our Company and trust that we can be a sign of hope for the future of our rural communities.





INTER-LIVERY SHOOT - 18 MAY

## FARMERS WIN GOLD!



Liveryman Tony Alston with his team Oliver Cornish and Niels Olesen

**On May 18th this year the quiet countryside in North West London was shattered by the sound of nearly 500 guns competing in the annual inter-livery clay shoot competition held at Holland and Holland's very impressive professional circuit in Northwood. Some 70 livery companies competed with a total of 116 teams and Farmers were represented by two teams, a Pinkerton led team and a Court team who won the coveted Horners Past Masters Cup.**

The competition was started in the 80s and took on its present structure in 1993 and is now the largest commercial shoot in England. It has always been held at the Holland and Holland's ground which is located in 98 acres of prime suburban countryside in North London. The circuit consists of ten stands of varying difficulty and types, 'rabbits', 'teal', 'overheads' and 'crossers' plus a 'flurry' stand where all four guns shoot alongside each other at 80 clays which appear in clusters. At every

other stand each gun gets 8 clays which makes a total of 80 clays per person or 320 per team plus the 80 at the flurry, a grand total of 400 clays per team.

The competition starts, as one would expect, with a bacon roll breakfast from 7.30 with shooting at 8.30 onwards. The turnout this year was the largest ever with 464 guns and 116 teams of four which led to some congestion but the weather was very favourable and the waiting allowed much inter-livery banter and fascinating conversations. The winning shot of the day achieved a staggering 79 out of 80 and won the high gun prize for the third year running.

The Farmers team was led by Alistair Pinkerton supported by Douglas Pinkerton, Daniel Bone and Jimmy Hunter and they returned a very creditable score of 271 which put them in the top quartile overall. However the star team was the Farmers' Court team led by Tony Alston supported

by Oliver Cornish and Niels Olesen and A N Other. The fourth member had cried off the previous evening, probably meeting with some big gun in the City, so Liveryman John Evans became bag carrier, motivator and scribe to the team whilst the three guns took turns to fill in the fourth slot. The total score achieved was 236 which was a tremendous effort particularly as only two were able to complete the flurry due to a weapon malfunction so 33 out of 80 was a good effort.

Top individual score for the Court team was achieved by Oliver Cornish with 56 whilst A N Other achieved 51. The good news was that this score won the team the coveted Horners' Past Masters' cup which was presented to Tony Alston along with a cheque for £250 to be given to a chosen charity, preferably one of our own. It was a very enjoyable day in beautiful surroundings, and we look forward to defending the Trophy in 2012.



Tony Alston in action

The Editor

ARTICLE BY POUL CHRISTENSEN - CHAIR OF NATURAL ENGLAND

## SECURING THE LONG TERM FUTURE FOR BRITISH FARMING UNDER THE NEW CAP REGIME

*Poul Christensen, lifelong dairy farmer and Chair of Natural England, talks about the awesome responsibilities placed on farmers and of his passion for helping nurture farmers of the future.*

It's an old adage that only bad news sells. The media coverage on farming in the last year sadly is no exception to the rule. Market volatility, environmental degradation, drought, the threat of climate change, pressure on land, ageing farmers, insurmountable barriers to entry for the new ones, the list goes on. I even read my old friend David Richardson in the Farmers Weekly recently wondering how long it would be before rationing returned!

There's no doubting that these are all big challenges and big responsibilities that farmers are expected to bear. We are asked to keep quality food on the table, clean water in the streams and rivers, fertile soils for the years to come, store carbon, conserve wildlife and maintain the landscape. And for the most part farmers get the job done, working with their neighbours (be they farmers or not), bodies like Natural England who run Environmental Stewardship schemes, and other conservation organisations. Beyond the headlines there is much more consensus than you'd expect.

Now this system is supported by the Common Agricultural Policy, which is up for review next year. You don't have to be a psychic to see that this huge pot of money – 48% of the EU budget – will come under pressure. The time is right for a change and the Government signalled recently that this is exactly what they will argue in the corridors of Brussels. To ensure that the industry can thrive in the future, environmental stewardship of the land will need some support – at least until the markets catch up and start to properly reward the full range of environmental goods and services. In the long run those with



Poul Christensen on his farm in Oxfordshire

environmentally sustainable models of production, those who provide environmental goods and services that people need – food, water, carbon storage, wildlife, views and outdoor enjoyment – will thrive.

The Mayor of London, Boris Johnson, famously said that his "policy on cake is pro having it and pro eating it." I'm with the Mayor on this one – in farming we can have both. We can have profitable production and greater environmental protection. There are thousands of innovative farmers pioneering new methods of production, finding new niche markets, discovering new ways to commoditise the environmental work that many farmers have always done. It's vital that we support this new generation – those packed with ideas and enthusiasm who are struggling to get their foot on the ladder.

There is a huge amount of good work under way, the Worshipful Company of Farmers, with your Rural Leaders programme based at excellent agricultural colleges, where numbers

of students are booming and the Young Farmers, who are re-energising their campaigns and a whole host of other initiatives like the Farmer's Guardian 26/46.

Natural England is working with farmers and educational ngos LEAF and FACE through the Visit My Farm programme to equip farms to celebrate their successes and to share their knowledge, expertise and enthusiasm. There are more than 2,400 farmers signed up to educational access options in Environmental Stewardship – hosting nearly 300,000 schoolchildren last year. To drive the industry into the future we need new supporters, new advocates and new friends.

Bad news might sell newspapers, but it's no good for the farming business.





At the front of the house getting our briefing



The tranquil lake viewed from the restored bridge



The Master and guests learning about the history of the gardens from one of the many volunteers at Chiswick House.

## THE SUMMER OUTING – 12 July 2011

***How many Liverymen knew of Chiswick House, five miles west of Central London, its colourful history, its connections with royalty and its beautiful gardens? Now returned to its former glory it was the destination for this year's Summer Outing and a memorable day it turned out to be.***

On a grey and drizzly morning more than 100 Liverymen, guests and partners assembled at Westminster Pier to board the Kingwood cruiser, which had seen action at Dunkirk, for the start of an exciting day out. Fortunately the weather improved as the day progressed and we were also the beneficiaries of a very strong tide which propelled us up river past many famous landmarks including the Boat Race course.

We were very fortunate to have Dr Harry Charrington as our guide, ably abetted by the Master, but Harry gave us all a fascinating insight into the many buildings and other highlights as we travelled upstream with frequent mentions of notorious public houses on the river bank. Because of the fast tide we were able to travel well upstream of our destination before disembarking at Chiswick Pier.

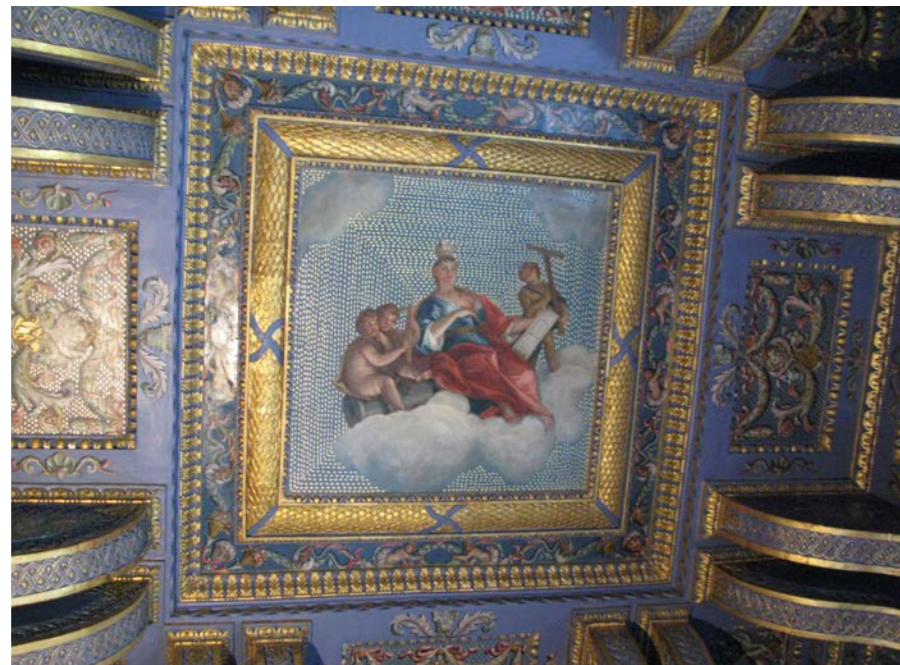
Having made landfall we had a very short walk to the Pissarro restaurant on the river bank where we were treated to pre-lunch drinks and a delicious three course meal preceded by a memorable Grace from the Master's Chaplain, Rev. Canon John Record. Many would have continued socialising over lunch but the Clerk kept

us to a strict timetable and a ten minute walk to Chiswick House.

Chiswick House was built for Lord Burlington in 1729 as a summer retreat from his home in central London now home to the Royal Academy. The building is a stunning example of neo-Palladian architecture full of priceless paintings and set in formal gardens created in the style of ancient Rome with inputs from William Kent and Inigo Jones and known as the Birthplace of the English Landscape Movement. Over the years the house has

been extended and modified many times and the gardens developed and changed to suit the then owners' tastes including a period when exotic animals such as an elephant and an elk and a kangaroo were kept.

The house has been visited by Royalty and many dignitaries including Queen Victoria, Prince Albert and Edward VII and in 1966 the Beatles recorded two of their 'hits' here. However during the 20th century it was used as a mental hospital and gradually fell into decline but in the



One of the magnificent ceilings in Chiswick House



The party outside the grand conservatory

1950s it was sold to Hounslow Council. However in 2005 the Chiswick House Trust was set up and over the years has secured funding of £12m to restore the house and gardens.

When we arrived at the house, in true military style, our troupe of 100 was subdivided into four groups with a leader who took us around the gardens and then the house. In the garden there were too many interesting sights to document

but the water Cascade, linked to the Thames, the Ionic Temple, the Obelisk and the Classic Bridge were memorable along with the Cedars of Lebanon and many exotic plants. The house itself has been beautifully restored with many well known paintings, beautiful furniture and lavish interiors.

By this time there were a few tired feet and the party retired for tea to the stunning conservatory, home to a world

renowned collection of camellias. This was a fitting end to a glorious 'day out' and the Master thanked the staff and volunteers at Chiswick for their welcome and kindness and wished them well in their endeavours to keep the House and gardens in its restored state. We then returned safely to the Farmers' Club by coach.

A brilliant day out and thanks to the Master and Clerk for all their hard work.