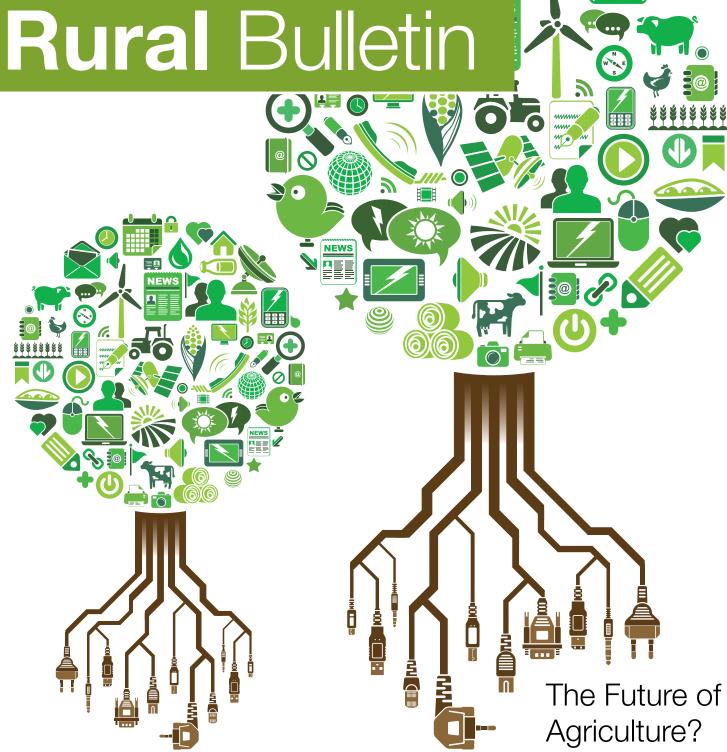


www.thecrownestate.co.uk

Autumn/Winter 2011







### Do you have 2020 vision?

The challenge for UK and world farming has been set:

"Higher productivity with less impact on the environment"

There are, however, a few complications – a volatile world economy; prospects of more extreme weather 'events' and higher energy costs, amongst other obstacles to progress!

How can this challenge be addressed?

I am sure we can look forward to higher yielding, disease resistant varieties; improved animal genotypes and new, more efficient management techniques. Research and Development will deliver these new technologies – and the balanced judgement of individuals will ensure their effective application.

At least they will if they know what to do – and can implement them at the earliest opportunity!

In this edition of the Rural Bulletin, we profile "Project 2020" which is designed to assist farmers on The Crown Estate in this process. A key component of the project is a new on-line network called "Viewpoint". This has been developed for us by EFFP (European Food & Farming Partnership) in response to feedback from an E-survey of estate farmers earlier in the year.

A product designed by farmers – for farmers – to enable new developments to be communicated and debated on our estates and with international experts throughout the world.

In this edition we also look at the prospects for three key sectors over the coming decade, canvassing the views of leading researchers, consultants and farmers.

One thing is clear: Through to **2020**, life will certainly not be dull – and we intend to play our part in rising to the national and global food security challenge.

I am sure you do too!

Christopher Bourchier

Director of Rural Estates



## **Rural** Bulletin

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# The future: our 2020 vision

### 'SUSTAINABLE INTENSIFICATION' WILL DEMAND NEW LEVELS OF

CO-OPERATION. In response, The Crown Estate invites rural tenants to explore the opportunities represented by "Viewpoint", an innovative on-line network, designed by farmers – for use by farmers.

he Foresight report on Global Food and Farming Futures by the Government's Chief Scientific Adviser, Professor Sir John Beddington, has highlighted the need for a more direct approach in tackling food security concerns. The volatility of input and output prices and the impending change in climate are now regarded as the biggest threats to rural businesses.

We all have a responsibility to increase production and make best use of our resources, a process Sir John Beddington called "Sustainable intensification". Forward thinking policies and effective supply chains are essential to enable us to produce more whilst impacting less on the environment. To meet this challenge, new technologies and different approaches to farm management, together with the promotion and sharing of knowledge, need to be implemented.

The Crown Estate has always sought to encourage tenants to seek successful, sustainable futures: to this end robust communication, and strong landlord and tenant relationships, have always been considered vital. Now, with the necessity to achieve optimum productivity through enhanced business performance, The Crown Estate recognises the need to enable our rural tenants to deliver the sustainable business solutions needed to secure a prosperous future for all.

### "Project 2020"

In light of this, we are developing **Project 2020**, an initiative to embrace the challenges the global food production industry currently faces as well as improve the financial performance of farms in the long-term.

Effective two-way communication and knowledge transfer have always been vital to any business enterprise seeking to improve its performance.

Now, with the internet allowing faster, more accessible communication, The Crown Estate is looking to strengthen communications as well as encourage and improve knowledge transfer between farming tenants.

We believe this can be achieved by the introduction of Viewpoint - an on-line business community network designed for use by The Crown Estate's farming

### Viewpoint: your on-line community

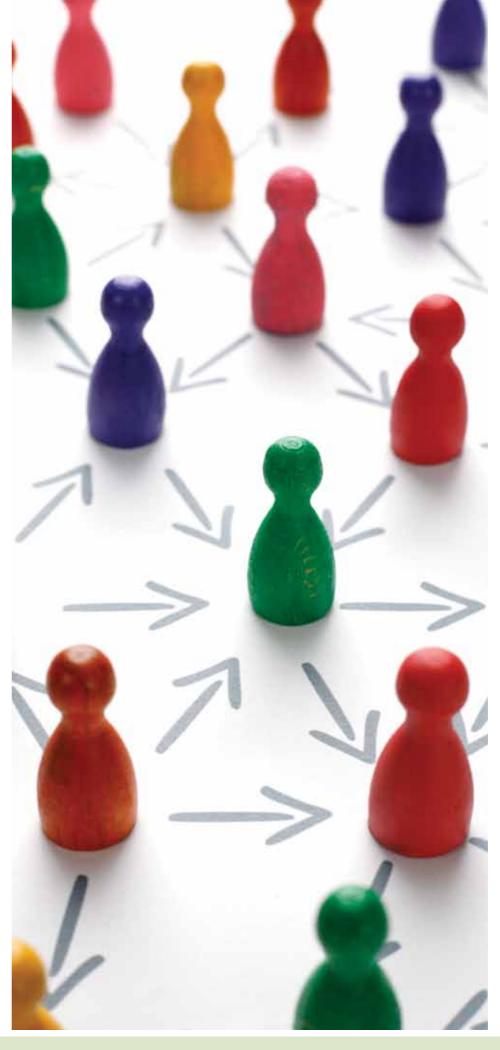
Accessible, flexible and user friendly, we believe Viewpoint will deliver the level of contact and interaction needed to face the challenges ahead. It will allow tenants to engage with leading researchers and independent specialists wherever they are based in the world. It will also allow tenants to share information about their area of expertise, farming operations, machinery and to develop ideas.

Special interest groups will create private areas for members to share content and, whilst maintaining absolute security at all times, documents, photos and videos can be quickly and easily uploaded - ideas in which tenants have already expressed interest.

80% said they 'daily' or 'continually

**75%** nternet eith

96%



The forum will also offer the opportunity to discuss a wide range of other business collaborations such as the sharing of farming equipment.

### Your window on the world

As its name implies, *Viewpoint* will provide a unique level of insight into the global agricultural world. Contributions from a range of specialists and leading authorities will be regularly commissioned, providing an expert view of innovations and techniques from around the world. The latest research will be analysed and presented in an accessible format. Contributions from tenants will also be welcomed. In having its finger on the pulse of agriculture, it is hoped that *Viewpoint* will stimulate the exchange of opinions, ideas and business opportunities.

### Your Viewpoint

- An on-line community of Crown Estate tenants
- Share ideas, expertise, experiences and information
- Initiate collaborative ventures
- Forums: post questions, provide answers
- Diary, photos & videos

### **Creating Viewpoint**

To put "Project 2020" into action and establish Viewpoint, we are working closely with European Food and Farming Partnerships (EFFP). EFFP have many years of experience in setting up new supply chain relationships - both 'real world' and technology based. Their extensive farming knowledge, combined with food industry expertise, will provide the project with the necessary technical advice as well as a strategic insight into modern practices.

A recent survey conducted by EFFP revealed that over three quarters of Crown Estate tenants already use the internet, either daily or continually, and 96% listed 'emails', 'one to one' and 'small group' meetings as their preferred method of doing business. We have listened to your views and, in the development of **Viewpoint**, we believe that it can provide the accessible and flexible on-line format that will deliver the level of contact and interaction needed to help us all face the challenges ahead.

**Viewpoint** is now ready to undergo a trial period and we are working to test the platform over the next two months. The Crown Estate is anticipating launching Viewpoint early in the New Year and will be contacting all tenants to invite them to join and explore the tremendous potential of *Viewpoint* at that time.

If you have any questions or queries with "Project 2020" or Viewpoint then please contact Danny Connolly on 020 7851 5195 or danny.connolly@thecrownestate.co.uk

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# Arable futures: politics, consumers and technology.



TECHNOLOGY WILL DRIVE THE SECTOR BUT HOW. WHEN OR IF? Dr Bill Clark of Broom's Barn provides his view along with Stafford and Julian Proctor, tenants of the Wingland Estate.

'Live as if you will die tomorrow, farm as if you will live forever' encapsulates arable farming's efforts to reach a more sustainable level of production believe Stafford and Julian Proctor.

Prospects for the next 10 years are challenging, but we are optimistic. Resources for arable production will inevitably become more expensive, markets more volatile and every decision must refine our system to improve efficiency and sustainability.

We need a better understanding of our most precious resource, the soil and how it impacts upon biological yield which is consistently greater than our field yield - we must claw back this lost potential through an understanding of the impacts of our

farming practices.

Live as if you will die tomorrow, farm as if you will live forever

The role of research such as that at Broom's Barn is crucial to the sectors future. For our part we are investigating soil improvers, such as farm yard manure, green manures and compost - and reduced tillage will continue to feature - but there are limitations and we continue to plough 20% of the farm.

We continue to adopt new

technologies such as GPS guidance, precision placement of fertilisers and pesticides, and inverters. In 2012 a new wind turbine will run shared coldstores as we continue to look closely at every aspect of our business.

Our workforce and our local community will always be a key focus as we strive to develop our business and share the farming experience. Taking the consumer with us can only be right for our sector as we look to the challenges ahead.



EN YEARS SEEMS A LONG TIME - BUT FOR DEVELOPMENTS IN TECHNOLOGY, IT IS SHORT. IN NATURE, IT IS NO TIME AT ALL.

Modern plant breeding may be faster than ever before, but diseases adapt even quicker and no sooner does a new 'resistant' variety emerge than it succumbs to a new strain of the disease. I would expect continued small improvements in yield - no breakthroughs - but no looking forward to super disease resistant wheat.

Instead, as now, the UK will excel at breeding high yielding wheat. But many rely on reasonably high fungicide inputs, so our fungicide usage is unlikely to diminish. Fungicide resistance, therefore, will become increasingly important as manufacturers struggle to develop new, environmentally benign modes of action. Furthermore, the EU's impending decision over the endocrine disruption properties of triazole fungicides could remove one of the most useful fungicides from the farmers' armoury. Insecticides, herbicides and pesticides face the same resistance problems, with the EU continuing to press for a reduction in their use.

Profitable arable farming relies on careful input management and there will undoubtedly be technological advances to help farmers make better decisions: precision farming may yet deliver all it has promised for a number of years.

> Biotechnology - harnessing the power of genetics for crop improvement may become more accepted in the EU within the next ten years if we can show benefits that don't only go to the farmer, breeder and agrochemical company, but real health benefits. Then consumers might be more accepting. I do hope so.

Dr Bill Clark, Broom's Barn



## Efficiency: the key to future beef production

THE NEED FOR IMPROVED FEFICIENCY IN BEFF PRODUCTION IS CERTAIN - BUT HOW BEST TO ACHIEVE IT? Dr Jimmy Hyslop of the Scottish Agricultural College gives his view together with Willie Davidson who, with his wife and son Alasdair, is working to secure an 'easy to manage' future at Poldean Farm on the Applegirth Estate in Dumfries and Galloway.



For beef producers, the challenges of the next decade will focus on three main areas, suggests Dr Jimmy Hyslop:

In all cases, the key to efficiency.



meeting these challenges will be production

With feed representing approximately 70% of variable

costs, efficient feed utilisation lies at the very heart of profitable livestock production, with improvements in efficiency producing major cost savings for every kg of milk, beef or lamb sold.

However, attempting to cut costs by simply reducing feed per day can often increase overall feed usage by increasing the number of days an animal needs to be fed. Improving feed conversion ratios (FCR), by quicker finishing on an improved diet, can not only save feed but is one of the main ways to reduce wasteful GHG emissions: so, a 'win-win' for both farming and the environment.

Other areas in which to improve efficiency in suckler beef production systems include improving the fertility and weaning

> percentage of herds and, importantly, reducing weaning to slaughter times.

Average age at slaughter is currently around 23 months in the UK. Cutting this to around 16 months, by finishing animals faster, indoors, on a high quality diet, avoids the need to keep them through two winters. This saves on labour, buildings,

machinery and capital as well as extra feed. In this way, without reducing carcass weights or quality, both costs and GHG output reductions can be made by more streamlined, efficient beef production systems, primed to meet the challenges ahead.

Efficiency in turning suckled calves into saleable meat will be the key challenge.

There is a positive future here at Poldean Farm believes Willie Davidson. With 2,000 acres, rising to 1,760 feet, and just three of us, we've adopted an easy to manage system so we can handle a large number of stock - and we've done all we can to cut costs.

We have Salers - they thrive at up to 3-4 thousand feet in their native France and are known for easy, minimal intervention calving. Our top 200 are pure bred, the remainder go to a Charolais, and give a great beef animal. Salers are increasingly

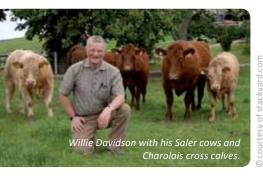
in demand, so we're confident that prices will remain good.

Not wanting to buy in problems, we breed our own replacements - apart from bulls. Our animals have one chance to go to the bull, then they are out. It seems harsh, but we're benefitting now from a herd that is productive and easy to manage.

We even developed our own calf eartagging crate, which is now produced commercially. It has turned ear tagging, in the open, into a safe, one man job. At weighing, the electronic tag inputs data straight into our computerised system: again, we've made ourselves as streamlined as possible.

To combat feed prices, we're concentrating on growing as much of our cheapest feed - grass - as our land will allow, so this year we're soil mapping, rather than sampling, to be more precise with our fertilisers.

We'd always move forwards rather than stand still. Alisdair has taken on a Crown Estate tenancy at nearby Cogries - so we're now hoping that running two farms alongside each other will offer even greater efficiencies.



# The next decade in dairy

RISING FEED AND FERTILIZER COSTS, VOLATILE MILK PRICES, DAUNTING REGULATIONS. Dairy today can be difficult to predict, so what of the future? Joining the debate: John Allen, dairy consultant at Kite Consulting and dairy farmer David Homer of the Savernake Estate, Wiltshire.



UK MILK PRODUCTION HAS THE POTENTIAL TO REACH

## **15 billion litres**

PER ANNUM BY 2020

hange in farming is inevitable, pressure unrelenting: looking ahead to 2020 there's no reason to expect the future for the UK dairy industry to be anything other than challenging. One thing remains constant: UK dairy farmers are among the best in the world, with the skills required to respond to every opportunity.

I believe that UK milk production has the potential to reach 15bn litres per annum by 2020. For this to happen there must be continuing 'agflation' and CAP reform in 2015, removing the EU quota regime will be crucial.

For confident, competitive farmers, the ability to invest in livestock, free from the cost of quota, will be welcomed. If the industry rises to the challenge, I would expect a steady increase in herd size, increased milk yields from technically efficient producers with smaller, less competitive farmers leaving the industry.

Consumers and policy makers will, however, need to appreciate that large scale is not an insurmountable issue.

John Allen, Managing Partner at Kite Consultants For proficient producers, there is no conflict between animal welfare and herd size. In the UK I expect family run businesses with herds in their hundreds, rather than thousands, to deliver some of the highest welfare standards in the world.

In 2020, even though demand for food will be high, the environment will be intensely competitive, with profitability linked to technical competence. Those most likely to succeed will be specialist family dairy businesses that focus on improving performance, invest in trained, motivated people and belong to premium supply chains.

**John Allen**, Dairy Consultant, Kite Consulting

s a dairy farmer myself,
I see confidence as
being key to the next
ten years. For some, market
volatility, increasing legislation
and environmental regulations,
specifically relating
to NVZs, have brought years of
under investment into sharp focus.
Those without clear successors
can often struggle to justify
investments for which they may see
no return in their lifetime.

However, I believe the opportunities for dairy are there and for dedicated, efficient dairy farmers, the future is positive. Demand for dairy will continue to rise and, given that there is already a deficit between UK consumption and production, surely there is a challenge to be met?

So, for those committed to dairy farming – those resisting the constant temptation of an 'easier life' behind the plough – I believe new technology will play a vital role: from robotics in the parlour, to smart technology capable of making cowside prognoses, quickly identifying, even preventing health issues.

At Chisbury Lane Farm, we are dairy farmers because we want to dairy farm, not just because it happens to be here. As Waitrose farmers my wife Jane and I have two sons, a daughter and a nephew all committed to the business, all full of enthusiasm, with very progressive ideas, ready to get stuck in to every challenge.

At the moment, we have 220 milkers and want to not only build the herd, but focus on becoming more self sufficient, maximizing productivity by using home grown feeds. We already have 200 acres used for feed wheat. As a family, I have

to say we are very optimistic, looking for steady growth, determined that the opportunities will outweigh the threats.

**David Homer**Dairy Farmer,
Wiltshire.

Dairy farmer David Homer, tenant on the Savernake Estate, Wiltshire, for over 20 years



THE CROWN ESTATE HAS A CRITICAL ROLE TO PLAY IN HELPING THE GOVERNMENT TO REACH ITS TARGET OF A **15% REDUCTION** in total energy consumption by 2020 and an 80% reduction in greenhouse gases by 2050.

A t grass roots, the rural estate is also keen to share the many advantages of renewable energy with its tenants: lower fuel bills, energy security and, in many cases, the creation of additional revenue streams.

Government Feed in Tariffs (FIT), introduced in April 2010, have encouraged uptake of small scale electricity generation. Building on this initiative, The Crown Estate has allocated £6 million to be invested in renewable energy projects and is keen to work with tenants on mutually beneficial ventures including micro-generation schemes such as photovoltaic cells, small scale hydro schemes, ground and air source heat pumps and farm scale wind turbines.

As we go to press, the Coalition Government has announced an earlier than expected review of Feed in Tariffs for Solar PV. Notwithstanding the expected reduction in rates we hope that there may still be opportunities to identify and progress schemes which make commercial sense.

To find out more about the opportunities available please contact your managing agent.

# Albion Stone goes solar

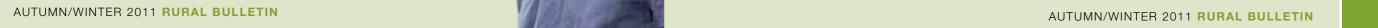
t Albion Stone Quarries, the new 'energy roof' on their Portland tile factory, commissioned on 26 July, and consisting of 700 polycrystalline solar panels, is expected to generate around 150,000 kWh of 'green' electricity a year – enough to meet 20% of the factory's annual needs whilst reducing their carbon emissions by 80 tonnes per year.

Funded by The Crown Estate, and installed by Solarcentury, the UK's largest, independent solar company, the scheme takes advantage of the Feed in Tariff (FIT), and not only provides Albion Stone with cheaper electricity during the working week but exports surplus electricity to the National Grid at weekends.

Keen that Albion Stone should not suffer any loss of business, The Crown Estate organised the installation to allow the factory to operate throughout. Michael Poultney, Managing Director of Albion Stone, said, "Albion Stone has been pleased to support The Crown Estate's solar panel project, which further reinforces the company's commitment to a continuing reduction in the carbon footprint of our Portland Stone."







# Various Shades of Green Farming

by Richard Knight

IN THE GOVERNMENT'S RECENT WHITE PAPER 'THE NATURAL CHOICE' it is interesting to see the old saying 'leaving the land in better heart than we found it' adapted to cover the natural environment. Its prominence in that report partly answers the regularly posed question of whether demands for higher levels of food production will mean that conservation takes a back seat. The answer is NO.

he last year has been a busy time for policy statements on both food production and the environment, from the Chatham House 'Food Futures' report to the latest proposals for CAP reform. Behind this barrage of words lie clear lines of demarcation and, overall, a need to find the right balance. However the latter is sometimes expressed as maximising production but minimising impact on the environment. That concept denies what many have worked towards for a long time: maximising positive and minimising negative impacts. This approach will give the industry a positive, leading role in control of its own future.

The 2010 Lawton report for Defra: 'Making Space for Nature' says "'agri-environment schemes are the main mechanism for environmental management in the countryside". Yes, funding schemes provide important incentives, however can the future of countrywide conservation really work to an on/off system largely planned for the short term? Production-focused farmers remain the main source of management for most of the countryside, they are the key to balancing production and

conservation – but its achievement has to be assessed on a farm-by-farm basis.

Farmland conservation has come a long way from just looking at single features; whole farm approaches are mainstream and latest EU and UK thinking on biodiversity agrees that we need to provide linked 'hot spots' and the people who can do it are farmers. It offers an unprecedented opportunity.

In 2009 rural estate Biodiversity Action Plans were produced. Every estate has examples of progressive production alongside progressive conservation, often showing that the most productive farms provide some of the best-managed habitats and connectivity on and off the farm. By using these plans to target appropriate species and habitats, individual farms can optimise their contribution to the countryside's biodiversity and fit effortlessly with any proposed greening of CAP payments. The biodiversity future should be viewed with calm not concern.

## The Prince's Countryside Fund – your opportunity

### THE CROWN ESTATE IS INVESTING £50,000 IN THE PRINCE'S

COUNTRYSIDE FUND, established by the Prince of Wales, which is a unique collaboration of 'brands and businesses' that is aiming to create a more secure economic future for the British countryside, and its rural communities.

he Crown Estate is one of several businesses responding to The Prince's call to action; others being Waitrose, Marks & Spencer, Asda and Morrisons.

Whilst the £50,000 investment will be targeted to enable The Crown Estate's tenants to gain direct benefit from our

contribution by applying for funding of their projects, all monies raised will deliver three core objectives:

- Improving the sustainability of British farming and rural communities.
- Reconnecting consumers with countryside issues.
- Supporting farming crisis charities

through a dedicated emergency funding stream.

THE PRINCE'S

"We are proud of our association with this initiative and urge you to consider how your business and community could benefit." For more information visit: www.princescountrysidefund.org.uk or contact ruralenquiries@thecrownestate. co.uk or speak with your managing agent.

## Rural Business of the Year 2011

THE RURAL BUSINESS AWARD HAS BEEN WON BY FATHER AND SON JULIAN AND STAFFORD PROCTOR who farm approximately 2,000 acres on The Crown Estate's Wingland Estate in Lincolnshire.

hilst Julian and Stafford, helped by a committed team, produce potatoes, wheat, peas, sugar beet and oilseed rape, Stafford's wife Sue keeps a small suckler herd of Lincoln Red cattle.

Praised for their 'progressive, well balanced arable business' and 'commitment to continuous improvement at all levels' the family encourage the local community to share in their passion for sustainability and environmental stewardship by hosting Open Farm Sundays and regular school visits.



## A Sustainable Challenge...

THIS YEAR, THE CHALLENGES OF SUSTAINABLE AGRICULTURE WERE THE SUBJECT OF THE PRINCE OF WALES' FARMING AND FOOD SUMMER SCHOOL attended by Crown Estate sponsored delegates Adam Fisher, Bingham Estate and Simon Walker, Taunton Estate. The three day event was hosted by the Royal Agricultural College in conjunction with Duchy Home Farm. A total of 16 people attended with backgrounds ranging across farming, banking, Defra and The National Trust.

he course began with a tour of Duchy Home Farm.

This proved to be a fantastic insight into an organically run mixed farm and was followed by a tour of coppice and specimen trees at Westonbirt Arboretum.

On day two, several speakers shared their insight on a number of topics including rural life, forestry, renewable energy, animal welfare and the challenges and opportunities for the farmer in the 21st century. One of the most fascinating presentations was from Professor Martin Wolfe of Wakelyn Farm who spoke knowledgably about agro forestry and diversity. After a full day of presentations, there was plenty of discussion on how to feed 9 billion people by 2060 at the evening gala dinner!

The final day was spent at Highgrove House. Delegates were treated to a tour of the gardens followed by lunch and discussion with HRH The Prince of Wales. This was a fitting end to what had proved to be a thought-provoking three day experience.

# FBT (variable) - A New Approach

THE CROWN ESTATE HAS BEEN PLEASED TO LAUNCH AN INITIATIVE WHICH ADDRESSES THE CHALLENGES OF INCREASED MARKET VOLATILITY.

ermed FBT (variable), the new form of agreement has been trialled in the context of re-letting opportunities on the Gopsall, Billingborough and Romney Marsh Estates. In each case tenderers were able to bid conventionally – but were encouraged also to submit offers comprising a base rent in addition to a component linked to market factors.

This approach aims to help both landlord and tenant in times of market volatility – not only taking some of the uncertainty out of the rent review process, but also enabling prospective tenants to decide their level of risk exposure through the weight which they choose to give to fixed and variable elements of their rental bid.

Early signs are encouraging and it is hoped that we shall be able to build upon the success of the pilots mentioned above. Meanwhile tenants may like to view our website for further information, or speak to their managing agent if specific points of interest arise.

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# Property partnership for long term growth

### ANNOUNCED 'DEAL OF THE YEAR' IN THE PRESTIGIOUS PROPERTY WEEK AWARDS,

a property partnership deal with Norges Bank Investment Management (NBIM) will generate opportunities for growth and development throughout The Crown Estate.

ompleted in April 2011, the contract sees NBIM purchase a 150 year lease on a 25 per cent stake of The Crown Estate's Regent Street properties for £452 million in what is a pioneering move for all concerned.

NBIM manages the Norwegian Government Pension Fund Global, one of the world's largest sovereign wealth funds, and Regent Street is their first ever property investment. This is also the first time that The Crown Estate will directly manage assets on behalf of a third party investor.

Roger Bright, Chief Executive of The Crown Estate says; "New partnerships such as this allow us to secure fresh capital for reinvestment across the business. We look for partners that share our values, our long term outlook and our vision for the development of an asset, in this case Regent Street."

David Shaw, Head of Regent Street at The Crown Estate comments: "We are delighted that one of the world's largest sovereign wealth funds has chosen The Crown Estate and Regent Street for its first ever property investment. NBIM's long-term approach fits perfectly with our on-going commitment to regenerating Regent Street to create an international retail and business destination. The deal will see Regent Street continue to benefit from the contiguous ownership and consistent management approach that has already seen us deliver so successfully on our vision for its future."

"We're very happy to have signed the agreement and look forward to a long and beneficial partnership with The Crown Estate," says Karsten Kallevig, Global Head of Real Estate Strategies at Norges Bank Investment Management.

£1 BILLION

regeneration programme has transformed Regent Street

### **Investment across The Crown Estate**

By law The Crown Estate is unable to borrow and so this partnership will provide funds for investment across its diverse £7 billion property portfolio. It has already invested £250 million building a significant retail presence outside London and will continue to concentrate on the redevelopment of core central London holdings Regent Street and St James's. Beyond the urban estate, The Crown Estate will continue to be a long-term rural landowner, one of the largest in the UK and will also invest significantly in helping drive vital offshore renewable energy programmes across the country.

"As custodians of the marine energy-rich waters around the UK," says Rob Hastings, Director of the Marine Estate, "The Crown Estate continues to play a central role in supporting the development of the growing world leading marine renewable energy industry. The UK continues to lead the world in offshore wind, in both installed capacity and a strong pipeline of projects. This positions the UK to be in the best place to invest in renewable energy".

### **Regenerating Regent Street**

Since 2002, a 20 year £1 billion regeneration programme has transformed Regent Street into a unique international destination for shoppers and businesses providing world class, 21st century facilities.

Last year alone saw 16 new flagship stores open their doors, including Michael Kors, Omega and 7 for all Mankind, which join existing retailers such as Apple, Armani Exchange and Jaeger. There are now no vacant premises available from Piccadilly Circus to Oxford Circus.

Two exciting new redevelopment projects - Quadrant 1 and Quadrant 3 – are also underway at the former Café Royal and Regent Palace Hotel. These will offer prestigious office, restaurant, hotel, retail and residential accommodation to the southern end of Regent Street.

### Powering renewable energy

- £100 million has been committed to a range of offshore wind surveys and initiatives to support all of the nine Round 3 zones achieving consent.
- Round 3 is progressing well, for example the 20GW grid connections have been signed and the first met mast, a wind monitoring system, has been installed in zone 4. This is the first construction activity for Round 3.
- · Agreements for lease have been awarded for five offshore renewable energy sites in Scottish territorial waters.

- 3.75GW of offshore wind is in the construction pipeline from Round 1 and 2, more than doubling the current installed capacity.
- The Crown Estate awarded a lease in 2010/11 for the Inner Sound tidal project, bringing the number of Pentland Firth projects to 11 and their generating capacity to 1.6 GW of power. This is the world's first commercial wave and tidal leasing round.
- We've now leased over 30 wave and tidal projects around the UK (majority in Scottish waters).
- Commercial scale opportunities across the rural estate are being implemented in a programme set to deliver 500 MW.
- Photovoltaic panels have been installed at farms across the south of England and at the tile factory at Albion Stone
- Air source heat pumps have been installed in 11 of our properties at Windsor.
- A hydrogen fuel cell will help provide energy at the Quadrant project, a mixed use redevelopment in Regent Street.





## Out of town retail development

The last year has seen The Crown Estate accelerate the rebalancing of its commercial holdings, continuing to dispose of non-core assets and investing over £250 million in what is now a £1.4 billion regional portfolio of prime retail properties outside of London. This comprises 17 assets including retail parks in Liverpool, Nottingham and Harlow, and two major joint ventures at the Westgate Centre in Oxford, and Princesshay Shopping Centre in Exeter.

The Crown Estate has an ongoing strategy across its Urban Portfolio to continue to maximise returns from its commercial, residential and mixed use assets.

The organisation now has significant critical mass in the sector and is strengthened by an established team of highlyskilled individuals, able to compete successfully with the best managers in the sector.

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# Taunton – walking the talk

### IF ANYONE WERE TO ASK ME ABOUT THE VALUES OF THE CROWN ESTATE, says James

Dennis, senior managing agent in the South West, I could do no better than take them with me on a visit to the Taunton Estate and to the 'Taste the Harvest' event at Staple Farm, Fitzpaine.

he idea of Mark Pope, whose family has farmed Staple Farm for over 44 years, and Rob Walrond, fellow farmer and Church of England Rural Officer, Taste the Harvest can see 1,000 children from 25 primary schools visit Mark's busy 700 acre arable farm to discover how wheat is turned from 'seed to loaf'.



# A taste of Taste the Harvest:

- Sow seed
- Inspect soil and crops
- Farm walks, meet the animals
- Old and new farm machinery
- Key Stage 2: science, geography, RE
- Prepare and eat healthy food
- Harvest festival
- Visit a flour mill
- 'Bake off' at The British Ploughing Championships at Bishops Lydeard

Mark and his volunteers help each class to sow a one metre plot – enough to produce a loaf of bread. Children return the next year in June, to check its progress. Class representatives also visit a flour mill and all take part in a fun 'bake off'.

'Taste the Harvest' is a huge undertaking involving children, parents, teachers – over 100 volunteers and 40 local farmers – so why do they all do it?

### **Engaging with the local community**

"It's Rob really," answers Mark, "he softened me up by bringing small groups for farm visits. We then thought it could be so much more. We both think it is important for children to realise that food doesn't just appear on the supermarket shelf. We show them how we have improved the farm and the wildlife environment, so that they see the whole picture."



"So few people are involved with agriculture these days," agrees Rob, who runs his own mixed organic farm and shop. "Taste the Harvest allows farmers to share their knowledge. The more people understand how food is produced, the more confidence they have in farmers, their produce – and the more they value it. Fortunately, we have tremendous support from The Crown Estate which has enabled us to make this a free event for the schools."

### Communicating knowledge

Andrew Curry, primary school teacher, accompanies 11 year olds from Hambridge Primary School to Taste the Harvest.

"Somerset children do bring good knowledge and ask some in-depth questions. 'What does fertiliser do?' 'How much spray per acre do you use?' The farmers are pleased to talk with the next generation of consumers and countryside users. Taste the Harvest has strong links to the National Curriculum and Mark works closely with Farming and Countryside Education. Getting out into the environment makes everything much more real for the children."

### Working in partnership

Caroline Spencer, one of the many local farmers, who support 'Taste the Harvest', also runs her own 'dairy' version, 'How Now Brown Cow' at The Crown Estate's Volis Farm, the family's 280 cow dairy farm at Kingston St Mary:

"We have a Jersey cross-bred 'brown cow' and show what she eats, drinks, where she is milked and how much she produces. A vet discusses health issues and FWAG talk about wildlife and the environment. In the barn we display milk based foods: Cricketer Cheese, Granny Gothard's ice cream and pancakes. Yeo Valley supply yogurt that the children add fruit to, label and take home."

# OTHER TENANTS ON THE TAUNTON ESTATE ARE ALSO WORKING HARD TO CAPTURE OPPORTUNITIES and ensure future growth.

### Diversification and long term thinking

With three generations at Hill Farm, West Monkton, Norman and Tricia Cavill, Mark and Emma – and now 11 month old William – it's no wonder the family looks to the long term.

"I grew up on Hill Farm, says Mark, "and Emma and I have recently returned after ten years in London. We plan to expand the dairy herd but Emma and I were also keen to start a business that will capitalise on Hill Farm's assets. Eco-friendly, yet luxurious yurts, have proved the ideal choice. We opened in May and visitors are enjoying the whole farm experience.



The Crown Estate has been extremely supportive, assisting in upgrading our supply to 3 phase electricity, enabling us to install a fully functioning facilities block and giving us the option to generate renewable power in the future."

### Improving facilities

Having taken over Underhill Farm in 2003, Andrew and son Dan Macey have made huge strides in developing their Stapleoak herd. The 400 acre farm at Staple Fitzpaine on the Taunton Estate rises to 800 feet and is characterised by its late springs, north facing slopes and heavy clay soils. Despite these challenges the herd has grown from 135 head to 275 in the last 7 years at a herd average of over 10,300 litres, with further growth targetted as opportunities arise.

"I'm determined to pass on the business to the next generation in a strong position", confirms Andrew. "Working closely with The Crown Estate we have together developed the critical infrastructure required for the business. A new cow barn in 2008 and today we are just finishing renovating a farm cottage which has been brought back to life having been unoccupied for the last 100 years. This will allow us to attract the best staff as we continue to expand, compete and look to the future."

If you wish to explore ideas or partnership investments please contact Danny Connolly on danny.connolly@thecrownestate.co.uk or call **020 7851 5195** or, if you prefer, contact your local agent.



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