



THE PRINCE'S
COUNTRYSIDE
FUND

Supporting the family farm and rural communities our grant programme and direct delivery



About us



The Prince's Countryside Fund exists to strengthen rural communities and promote the value of the countryside. It operates UK-wide tackling sectors and areas of greatest need.

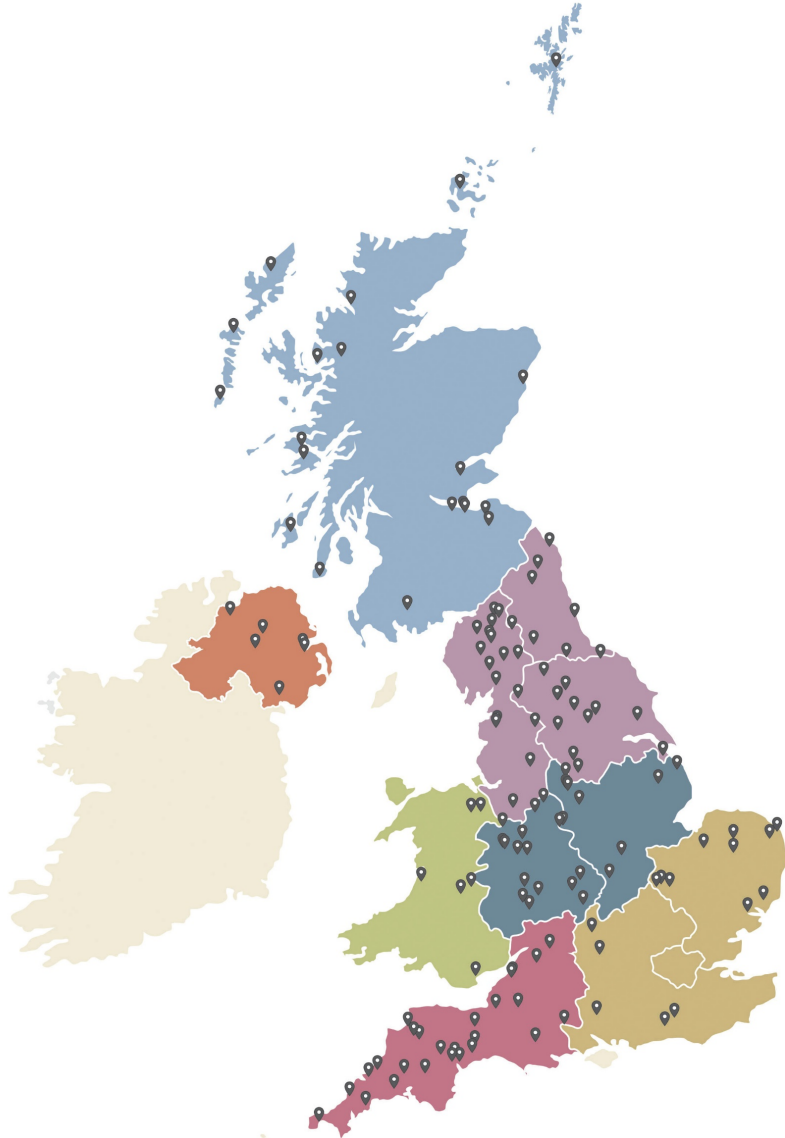
Our Patron is HRH The Prince of Wales and our Chairman is Lord Curry of Kirkharle.

The situation for rural communities and family farms is currently very, very difficult and the Fund is involved in a number of projects to try and alleviate the situation and help build a more viable future.

Through our £1.2m annual grant programme, we award money to grassroots projects and organisations across the UK. We also run a major programme of direct delivery, and undertake significant research and advocacy initiatives, all with the following objectives:

- To improve the prospects of viability for family farm businesses
- To sustain rural communities and drive economic vibrancy
- To support aid delivery in emergency and building resilience

Since 2010 our grant programme has supported



- **453 rural communities** by improving service provision. Our funding has supported rural transport schemes, set up village shops, supported village pubs to ensure they remain part of the community and developed business units.
- **7,603 farm businesses** through funding projects that work directly with farmers to improve efficiency. We also support projects that offer farmers the opportunity to diversify and generate new income streams for their businesses.
- **3,095 rural enterprises** through our support of innovative rural business projects. These range from starting a charcuterie business to supporting kitchen table enterprises run specifically by rural women.
- **8,968 young people** by supporting projects offering training opportunities. We have supported apprenticeship programmes, funded training days and paid for transport to access training. 18,000 children have been given access to farms or learning about farming in school, including visiting farms in Northern Ireland.

To date we have distributed over £8.5m

Ways we support the family farm

Research and advocacy – Is there a future for the small family farm in the UK?

Next
generation



Support for
local farmer-
led networks



Knowledge
transfer and
business
advice



Business
planning and
change
management



Added value
and
producer
groups



Emotional
support



Planning for
the future -
succession



Response in an emergency – recovery and resilience

"The small farms which have been such an integral part of Britain's landscape for thousands of years are under threat. My Farm Resilience Programme is designed to respond to those threats by helping up to 300 hard to reach, vulnerable farm businesses. It is the most far-reaching programme ever offered by my Countryside Fund."

HRH The Prince of Wales



About the programme

Offered in 15 locations annually – reaching up to 300 farming families:

- Delivered locally by not for profit organisations and experts
- Family farms – dairy and livestock enterprises
- Series of business workshops and 1:1 support
- Development of network of support and inspiration to develop the family business
- Outcomes will include more efficient farm enterprises, better use of assets, robust future plans for the business and family, added value products/new enterprises



Workshop Overview



- 1 Business Health Check tool feedback**
The group compares their anonymised data and explore the reasons behind varying results.
- 2 Practical cost management**
Exploring ways to make efficiencies through pasture, feed costs, housing livestock and sharing examples of best practice.
- 3 Getting to know your finances**
Looks at different techniques for budget planning, managing cash flow and evaluating income.
- 4 Making the most of your Farm Business Part 1- Business Management**
Helps families explore and identify different options for their farm business. Introduction to business planning methods
- 5 Making the most of your Farm business Part 2- New opportunities and change management**
Identifies the process of making change in the business and helps to explore opportunities for new enterprises or to make more effective use of existing assets such as land, buildings, location, facilities, equipment, vehicles and machinery etc.

Our achievements to date

- Developed a strong and growing network of support for family farms
- Supported a diverse range of projects across the UK
- Inspired sharing of best practice and networking
- Reached out to at risk farm business
- Advocate for the family farm and rural communities – *Who'd be a farmer today?*

