

150th Year Special Edition



2024 is a milestone year for McCartneys, as we celebrate 150 years since the establishment of the firm. It is quite humbling to take a moment to think about how much has happened and changed during McCartneys' time. Just like a farmer is the custodian of their land for their lifetime; carrying on and hoping to advance the work of forefathers and to pass something worthwhile and valuable onto the next generation; we at McCartneys are similarly the custodians of this business for our time.

The business was established during Victorian times. Horses worked the fields and livestock was generally walked to market. The railways allowed centres such as Craven Arms and Knighton to flourish providing easy movement of livestock across great distances, compared to the Drovers routes of old.

The twentieth century saw the mechanisation of agriculture and the demise of literal 'horse power'. In the twenty first century the furrow once created by the horse, is now guided by GPS!

McCartneys has seen two world wars and food rationing. The introduction of post-war agricultural subsidy to support the production and secure a cheap food supply, bolstered by EU CAP policy. Now post Brexit, we move into a new era of payments based on 'public money for

public good'... I was told by a Welsh Government civil servant 'food isn't a public good, it has a market'.

McCartneys has rode the storm, together with its customers, of various disease outbreaks, such as foot and mouth, BSE and blue tongue.

Planning regulation, as we think of it today, wasn't introduced until 1947. This has evolved and expanded over the years and we now face new concepts such as Biodiversity Net Gain.

During its years, McCartneys has been bold, undertaking large projects including, during the 1990's, the building of the modern livestock markets at both Ludlow and Worcester.

As a business evolving and staying relevant is key. Livestock sales also has been, and remains, the core of our business. However over 150 years we have become, in addition to this, a firm of rural, commercial and building Chartered Surveyors, planning consultants, estate agents, fine art auctioneers and equestrian sales specialists.

We hope you enjoy this special anniversary edition of Rural Matters, which reflects on our history but also looks to the future.



Katie Davies

Chair of Rural Professional Department. Based at Knighton



Changing Government Support - A History Lesson!

Dating back to the Middle Ages

there has thought to have been some form of agricultural policy, which has been adapted over time with the primary focus being on fair prices and steady supply. Through the growing population, blockades imposed after the Napoleonic War and bad harvests at the end of the 18th Century, supply of grain was short and demand was high, leading to rising grain prices with lower and working classes struggling to afford food. In 1815, the government imposed 'Corn Laws', designed to control and tariff the imported grain, to protect the British grain markets from being flooded; over time they became increasingly unpopular and eventually in 1846 they were repealed. Free trade caused an inflow of cheap grain from America and Australia, making it hard to farm against and many left their professions to migrate to urban areas. From 1850 to 1875 it was considered the 'high farming' period in Britain, with agriculture being prosperous through the application of scientific principles and new technology, allowing the industry to revolutionise creating competition to foreign competitors. This period came to an end in the last quarter of the 19th Century as the improvements in mechanisation created ease in importation, with the cheapness of imported food once again threatening British agriculture. This crisis led to the government creating the first Government Board of Agriculture appointed by the Minister in 1889, at which point grain prices had dropped to the lowest seen in the century and arable areas were being reverted to rough pastures and by the 1900's the beef and sheep sector was threatened by imports as foreign markets had lower feedstock costs.

In 1914, Britain entered WW1, being 40% self-sufficient placed a lot of pressure on agriculture, with merchant ships being sunk by German submarines, Britain had to turn for help from North America for their wheat and sugar supply, with 1916 seeing a poor harvest leaving us with a 6-week supply. The Corn Production Act was established in 1917 setting a minimum price for wheat, oats and a minimum wage, along with the Agricultural Wages Board to support farmers and labourers and the Women's Land Army (WLA) being formed. In 1918, 288,000 women were working in agriculture and 8,000 of which were in the WLA. The Government invested into agriculture, buying 400 Saunderson Tractors and investing \$3.2 million into American models such as Mr Ford's Fordson tractor. By 1918 there were 6,000 tractors operating in Britain. Farming started to flourish again until 1921 when the act was unexpectedly and quietly repealed, being known as the 'Great Betrayal', as after the war trading continued as before and the wheat price dropped significantly. Payments to farmers were stopped and workers saw their wages drop more than 40% in less than a year. In 1914, 12% of the population worked in agriculture and by 1938, only 5.9% worked in the sector.

In 1939, WW2 was declared, Britain was importing around 60% of its food, this time the situation was evaluated quickly and rationing was put in place. In 1940, the WLA was reformed and 'Digging for Victory' was campaigned to encourage people to use wasteland and gardens for vegetable production. National Farm Records were created so that by 1941 the government could look at

ways to drastically improve food production. Gross output grew dramatically and land became extremely productive. The output of wheat and barley had increased by two thirds, with oats increased by a quarter, although this had an effect on livestock and sheep numbers falling. Post war the Agricultural Act 1947 was created, enforcing annual reviews of baseline prices for cereals, crops, fatstock, milk and eggs. The government at this point was focussed on self-sufficiency.

In 1973 there was a shift of support when the UK joined the European Union (EU) and fell under the Common Agricultural Policy (CAP). The EU focused on maximising cultivation and merging farms to create larger units. The purpose being to protect produce markets within the EU throughout subsidisation and create competition against outside countries. This goal is now reached through import tariffs. During the 70's and early 80's demand in the EU exceeded supply leading to 'butter mountains' and 'wine-lakes'. To battle this overproduction, a quota system was put in place where farmers could buy an allowance of how much they could produce of each product.

The 'Macsharry' reform was introduced in 1992, to reduce the EU budget and move away from guaranteed prices and as a result direct payments were introduced based on the area of land one owned. It introduced an incentive for good countryside management and improved quality of produce. In 1999 the 'Agenda 2000' was created to focus on rural development and improve agricultural competitiveness and social cohesion in the rural

cont....

communities. In 2003 plans were made to remove subsidies in 2005 and create a lump sum payment instead, based on area, which we all still refer to as the 'Single-Farm Payment' (SFP). Environment Stewardship was introduced in 2005 to help improve biodiversity and protect resources. 2013 saw incentives to young farmers, greening and equal distribution between larger and smaller farms. In 2014, Countryside Stewardship was reformed into as we know it today with Mid-Tier and Higher-Tier payments. SFP was replaced by the 'Basic Payment Scheme' (BPS) in 2015 to allow the 'active farmer' to receive the subsidy and bonused farmers who were lucky enough to be under 40 years of age. Since Brexit in 2019, the Agricultural Act 2020 has been regulation, which we

are currently following and brought us to where we are today. *Sigh*

In England therefore, with the area-based BPS as we know it terminating and the Rural Payment Agency sending out the second instalment in December 2023, English farmers have now received virtually 66% of the remaining direct payments under the Agricultural Transition. Cross compliance vanished on 31st December 2023 and the delinked payments for the next four years appearing to be eroding as we speak, which in turn may suggest the introduction of the Sustainable Farming Incentive (SFI) being considered the biggest evolution in a generation and quite possibly a gamechanger. Compared to Countryside Stewardship, SFI can be seen as more attractive, it has an

additional management payment, is more flexible with options, can be applied for all year round, better for the cash flow through quarterly payments, it sits along other schemes and builds upon business resilience. On top of SFI there is also funding for woodlands, research and development, welfare reviews, capital works, slurry infrastructure and farming innovation.

They say history repeats itself....

If you didn't have a headache beforehand, I guess you may have now, so if you would like further information on the schemes that are now available following the demise of the BPS, or assistance with the applications, please contact your local Rural Professional.



Joanna Wall

Based at Craven Arms Office

Sustainable Farming Incentive (SFI)

Once appearing not to be overly attractive, the recent announcement of the English Sustainable Farming Incentive (SFI) should be seen as an opportunity to increase income and advance farming techniques, with or without making significant changes to current farming practices. The introduction of herbal leys that has been popular with some under the refined Countryside Stewardship Scheme (CSS) is carried forward into the SFI realising £382 per ha and could be imperative to the livestock farmer going forward. All grassland farmers should be considering legumes into grass swards at £102 per ha and/or low input grassland at £151 per ha, which also relieves the heavy burden of no supplementary feeding that was present with the common GS2 option under CSS.

Arable farmers can benefit from adaptation, with focus towards cover crops delivering £129 per ha as well as helping improve soil health, companion cropping such as buckwheat with OSR, or under sowing grass with wheat can generate £55 per ha and a no insecticide top up of £45 per ha could be applied to late drilled crops. Once establishing the profit element of the harvested crop per

ha, by comparison, consideration may wish to be given to managing some legume fallows generating £593 per ha, or wild bird food yielding £853 per ha before establishment. A maximum of £46 per 100m of hedgerow can be achieved after some careful consideration of management. Most of you are no doubt conducting regular soil sampling, pest management programmes and nutrient management plans, which pay out £6 per ha, £1,129 per yr and £652 per yr respectively.

So, taking a step back, the three above assessment plans, some cover cropping, low input pasture and perhaps a corner of wild bird mix may already be actions delivered by English farmers, therefore, with the addition of some herbal leys, grass margins, a companion crop with no insecticide may be a worthy proposition for one looking to relieve the weight of the removal of the direct payments.

After all they say a change is as good as a rest.....!



Joanna Wall

Based at Craven Arms Office

Through the years



Three Horse Shoes



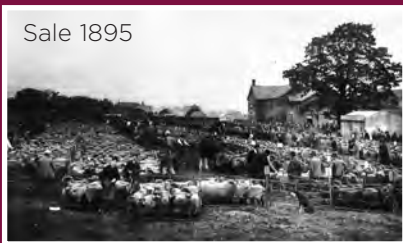
Old Ludlow



CA Cattle Sale



Craven Arms Market Canteen



Sale 1895



H S McCartney



MESSRS JACKSON AND McCARTNEY'S HORSE SALE AT CRAVEN ARMS. (Photo Harper, Ludlow.)



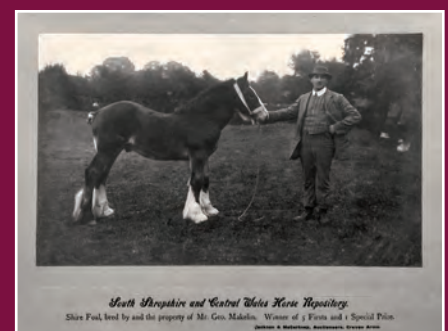
Sale 1935



Ox Pastures Aerial View



DAVIES & EDWARDS' AUCTION YARD, LUDLOW.
STORE CATTLE SALE, OCTOBER 1916 (when 2,000 Cattle were offered for sale).



South Shropshire and Central Wales Horse Repository
Shire Poul, bred by and the property of Mr. Geo. Mahon. Winner of 3 Fairs and a Special Prize.
James & Robinson, Auctioneers, Craven Arms



Craven Arms Pig Sale - 12 October 1955
The pig shown is
No. 10, owned by J. J. Williams of Fenny Stratford,
 Bucks. It is a son of Mr. J. J. Williams.



CRAVEN ARMS CATTLE AND SHEEP SALE 1955
Winners: Mr. J. J. Williams, Fenny Stratford, Bucks.
Mr. J. J. Williams, Fenny Stratford, Bucks.



OCTOBER SALE
CRAVEN ARMS CATTLE AND SHEEP SALE
WINNERS OF THE B. and J. MORTIMER CUP
MR. J. J. WILLIAMS, FENNY STRATFORD,
BUCKS. - MR. J. J. WILLIAMS, FENNY STRATFORD,
BUCKS.



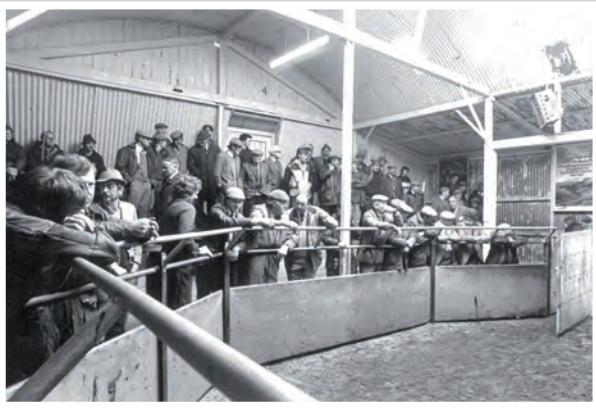
CRAVEN ARMS FINEST FRESH CATTLE SALE
- 12th March 1955
Winners of the Hampshire Agricultural Challenge Trophy
Messrs. W. S. & J. Smith, Birmingham, Bore Hall, Staffs.



THE OPENING OF THE NEW BARRIERS AND CANTERS AT CRAVEN ARMS MARKET BY
THE RT. HON. PETER WALKER M.P., M.C., M.P.
ON 29th MARCH, 1954.











McCartneys at 150 - Who are we? Meet the team!

Simon Edwards

Simon is the Chairman of McCartneys and is a Land Agent and Chartered Valuation Surveyor.

Simon joined McCartneys in 2009 after a brief period working within the Estates Department at the Local Authority. Simon is based at our Brecon and Hay on Wye Offices and has developed a specialised rural team that focuses upon Estate Management, Valuation and Compulsory Purchase.

This rural team in Brecon and Hay Offices includes Patrina Davies and Sion Thomas who are further developing the specialism of this team. The team undertakes a variety of traditional estate management activities from land letting, woodland management, sporting rights, diversification and estate planning. With regards to valuation, a wide variety of valuations are provided for secured lending, expert witness, taxation and charities. The team have also been involved in a number of large infrastructure schemes and compulsory purchase cases and have acted and continue to act for many rural clients across Wales for a variety of schemes.

Simon spends much of his time working with fellow partners, consultants and staff to further develop the business of McCartneys for the benefit of our clients.



Simon Edwards

Chairman of McCartneys
Based at Brecon & Hay on Wye Offices

Katie Davies

Katie joined McCartneys in 2008 following graduating from Harper Adams University College with a First Class Honours Degree in Rural Enterprise and Land Management and became a Partner of McCartneys in 2017. Katie is a qualified member of the Royal Institute of Chartered Surveyor (MRICS), RICS Registered Valuer and Fellow of the Central Association of Agricultural Valuers (FAAV).

Katie is based at Knighton Livestock Market, where she sells the store and breeding sheep, cull sheep and weanlings. Alongside running Knighton market, Katie undertakes a wide range of professional work including valuations, compulsory purchase and compensation matters, sales and lettings of land and farms, grant scheme work including Sustainable Farming Incentive (SFI) in England and navigating the changes to the new Sustainable Farming Scheme in Wales, and wind farm and access agreements.

Katie is a farmer's daughter and wife, originating from Llangunllo, Radnorshire. Outside of work she is kept busy by two young daughters and her small flock of registered Hill Radnor sheep!



Katie Davies

Chair of Rural Professional Department
Based at Knighton

Jenny Layton Mills

Jenny started at McCartneys at Knighton Market in 1999 after finishing her degree at Harper Adams. She went on to pass her RICS, CAAV and LAA qualifications under the watchful eye of Glyn Owens. Jenny then took over the running of Brecon Market in 2020.

As well as carrying out the Sale of Farms and Land and together with Rural Valuation and Compensation work, Jenny sells the finished sheep and store cattle at Knighton and the store cattle at Brecon. She has also branched out to help the new equine department and sell horses at the ever growing Brecon monthly sales and the WPCS Cob Sales at Builth Wells.

Jenny says *"Variety is the spice of life and McCartneys has certainly kept me on my toes over the years and hopefully for many more to come"*



Jenny Layton Mills

Knighton Office & Brecon Market

Joanna Wall

Joanna graduated from Harper Adams with a 2:1 BSc Honours Degree in Rural Enterprise and Land Management in 2012, she is a qualified Member of the Royal Institute of Chartered Surveyors (MRICS), an RICS Registered Valuer and a Fellow of the Central Association of Agricultural Valuers (FAAV). As well as sitting exams to become a Member of the National Association of Estate Agents (MNAEA), the Association of Residential Letting and Property Management (MARLA) and the National Association of Valuers and Auctioneers (MNAVA). Having rejoined McCartneys in 2018 and becoming Associate Partner in 2021, she is now solely in charge of the Craven Arms office undertaking all aspects of residential sales and lettings, a wide range of rural professional work to include agency, landlord and tenant matters, agricultural licences, compulsory purchase and compensation, grant schemes, environmental stewardship and subsidies, valuations for a variety of purposes and general practice.



Joanna Wall

Based at Craven Arms Office

Gareth Wall

Gareth joined McCartneys in July 2001 based at Kington market and professional office where he undertakes a wide range of professional work in relation to agricultural, residential and commercial property.

Gareth grew up on his family's beef, sheep and arable farm in South Shropshire.

Educated at the Royal Agricultural College Cirencester and the College of Estate Management at Reading University. Gareth is a Member of the Royal Institute of Chartered Surveyors, Fellow of the British Institute of Agricultural Consultants, Fellow of the Central Association of Agricultural Valuers and a Fellow of the Livestock Auctioneers Association.

Gareth has extensive experience as a Chartered Surveyor in agricultural, rural, residential and commercial property. He has expertise in property valuations, farm business management, estate and land management, environmental stewardship, grant schemes and cross compliance legislation, farm and land sales together with lettings, property disputes, agricultural law, livestock, agricultural and commercial machinery sales and valuation, rural planning, finance, compulsory purchase and compensation, easements, wayleaves and boundary issues, renewable energy installations, development land and telecommunication masts.

He is married to Emma and they have a son and daughter, Thomas and Annabelle and live in the North Herefordshire/South Shropshire border area.



Gareth Wall
Based at Kington Office

John Uffold

Joining McCartneys in 1981 having graduated in 1973 and previously working in private practice and for a time at ADAS, part of MAFF. John was one of the very first group of students to join the profession via university. He was the last winner of the Estates Gazette Cup for student of the year at the College of Estate Management.

Spending the majority of his time auctioneering between 1981 and his retirement from the partnership in 2016 during which time he was chairman for 13 years, John now as a consultant carries out a wide range of professional and valuation work. He says "*experience is something you can always sell but never buy*".



John Uffold
Based at Ludow Market Office

Sion Thomas

Sion joined McCartneys in the latter end of 2022 after completing his degree in Rural Enterprise and Land Management from Harper Adams University. Sion currently works in the Brecon and Hay on Wye offices as part of the Rural Professional team under Simon Edwards, where he assists him with work such as grant applications, RICS Red Book Valuations, compensation matters, sales and lettings of agricultural land and property whilst also attending Brecon livestock market on a weekly basis. Sion hopes to complete his Central Association of Agricultural Valuers (CAAV), Royal Institution of Chartered Surveyors (RICS) and his BASIS - Fertiliser Advisers Certification and Training Scheme (FACTS) exams in the near future. Sion is a fluent Welsh speaker.



Sion Thomas
Based at Brecon & Hay on Wye Office

Amelia Crofts-Hill

Amelia joined McCartneys in 2007 as part of the placement year from Harper Adams, working under Gareth Wall & Richard Gwilliam. In 2009 she returned to the firm, after graduating with a degree in Rural Enterprise & Land Management. Amelia assists Gareth Wall in the rural professional department in the Kington office and attends Kington livestock market on a weekly basis.

Outside of work, she spends most of her time running around after her two young children.



Amelia Crofts-Hill
Based at Knighton Office

Glyn Owens

Glyn joined McCartneys on 1st January 1984 as assistant to the late Norman Phillips. In 1987 he became the partner in charge of Knighton Livestock Market and the Rural Professional Department at the Knighton Office.

Glyn retired from the partnership in December 2020 and is now a Consultant based at the Knighton office. At the end of 2023, Glyn completed 40 years with the firm and says *"I have been very privileged to work in this wonderful farming area and provide a service to clients who have been a joy to work for and with. I am delighted that we have an energetic professional team of young auctioneers and surveyors to serve our customers and I wish them every success going forward."*



Glyn Owens

Based at Knighton Office

Eloise Phillips

Eloise commenced her employment with McCartneys in July 2023 assisting the Partners Katie Davies and Jenny Layton Mills as a Rural Professional Assistant in the Knighton office with a range of rural professional work. Her main area of expertise will initially be advising on and making applications for grants available to farmers on both Welsh and English side of the border, as well as completing the necessary All Wales NVZ paperwork for Welsh Farmers.

Eloise is a local farmer's daughter having grown up working on the family farm in Radnorshire with a keen interest in livestock. Eloise is currently working towards her Rural Enterprise and Land Management degree as an apprentice at Harper Adams University.

Eloise is an active member of Radnor Valley Young Farmers where she competes in a variety of different competitions such as public speaking and entertainments.



Eloise Phillips

Based at Knighton Office

Michael Thomas

Michael, born in North Herefordshire to a farming family, joined McCartneys LLP after leaving school in 1996. He then furthered his education while working at McCartneys LLP, by becoming a qualified Livestock and Real Estate Auctioneer.

On 1st January 2010, Michael became a partner after being an associate for two years.

Michael is now the Partner in charge of both Ludlow and Worcester Livestock markets.

Michael's auctioneering duties include selling sheep and cattle at Ludlow and Worcester Markets, alongside the monthly Collective Machinery Sale held at The Beeches, also the monthly Fine Art and Antiques auction held in the Portcullis Sale Room at Ox Pastures.



Michael Thomas

Based at Ludlow & Worcester Markets

Adleis Jones

Adleis joined McCartneys in August 2023 following graduating from Harper Adams University with a BSc Honours degree in Rural Enterprise and Land Management. Adleis works alongside partners Jenny and Katie and consultant Glyn in the Knighton office and is working towards becoming a member of the Royal Institute of Chartered Surveyor (RICS) and the Central Association of Agricultural Valuers (CAAV). Adleis is a fluent Welsh Speaker.

Adleis is a farmer's daughter originating from Llanerfyl, Montgomeryshire where her heart lies with the livestock and being an active member on the family farm. She is a keen member of her local Young Farmer's club competing in a variety of competitions including singing, cookery and entertainments. Music is a great passion of Adleis, she enjoys singing, playing the harp and piano and has had many local and national successes.



Adleis Jones

Based at Knighton Office

Beth Gilbert

Beth joined McCartneys in the Kington office having completed her degree in Rural Enterprise and Land Management at Harper Adams University, graduating with a first class honours degree. She is a member of the Royal Institution of Chartered Surveyors (MRICS), an RICS registered valuer and a fellow of the Central Association of Agricultural Valuers (FAAV). In January 2021, Beth became an Associate Partner in McCartneys. She undertakes a wide range of rural professional work including rural and agricultural planning, rural property sales, landlord and tenant advice, property lettings, valuations for purchase and sale and secured lending purposes, compulsory purchase and compensation matters. Beth specialises in grant funding schemes both in England and Wales. She has successfully secured thousands of pounds of grant funding for clients for a range of purposes including agricultural grants and diversification projects. Beth also assists at Kington market on a weekly basis.

Beth is a farmer's daughter from Herefordshire and grew up on a mixed beef, sheep, arable and cider fruit farm. Outside of work she enjoys helping out on the farm, cooking and socialising with friends.



Beth Gilbert

Based at Kington Office

Geraint Jones

Chartered Building Surveyor Chairman of Planning and Survey Department

Geraint joined McCartneys in 2007 as a trainee surveyor and has worked his way up to a Partner in McCartneys and Chairman of the Planning and Survey Department. Geraint is a Chartered Building Surveyor and Domestic Energy Assessor and is currently working towards Royal Town Planning Institute (RTPI) and Member of Chartered Institute of Building (MCIQB) status.

Geraint has worked throughout all of the McCartneys patch during his time in the company which has provided a broad range of experience. Geraint's workload splits 50/50 between the planning and the surveying sections and is able to provide advice on all ranges of schemes, including residential, tourism, commercial and rural projects.



Geraint Jones

Chair of Planning & Survey Department.
Based at Welshpool Office

Lloyd Humphreys

Lloyd joined McCartneys in September 2016. He was initially based in the Newtown office but soon moved to the Knighton office to focus his efforts on the livestock market and rural professional work, having previously spent time in the residential sale and lettings department. Lloyd's roots have always firmly been in the agricultural sector which led him to further his career in 2021 when he began auctioneering at Brecon Market.

Lloyd now spends most of his time selling cattle and cull cows whilst being heavily involved in the newly formed equine department.



Lloyd Humphreys

Based at Knighton & Brecon

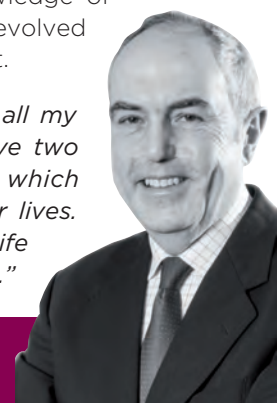
Philip Blackman Howard

Having joined McCartneys 15 years ago following a previous position in livestock marketing locally, Philip joined the rural team firstly at Worcester market, then followed a eight year period in the Tenbury Wells office and then onto the headquarters at Ludlow where he is based now.

Philip's position has served a number of professional matters for the company, selling livestock, property, and professional work as well as antiques & furniture.

In recent years the Equine side of the business has evolved and now has become an important part of the structure of McCartneys. With a lifelong association with horses, riding and general knowledge of the horse, the equine team has now evolved with Philip as head of that department.

"Having lived in North Herefordshire all my life to my wife Jo for 34 years, I have two daughters and two grandchildren which brings a whole new adventure to our lives. They all enjoy riding and country life which in turn fits in well with my work."



Phillip Blackman Howard

Based at Ludlow Market Office

James Amphlett

James currently sells livestock at both Ludlow and Worcester Markets. On a normal weekly basis he sells Fat Cattle, Fat Lambs, Cull ewes and Store/Breeding Sheep. He also act as Head of Pedigree Sales for the firm.

"This is an exciting part of the job as we act as official auctioneers to many breed societies of both sheep and cattle and it is a good shop window for the market and the firm as a whole."



James Amphlett
Based at Worcester
and Ludlow Markets

Clive Roads

Clive joined McCartneys in 1984 being based at Worcester Market and carrying out all aspects of rural professional work since that time, covering livestock, farm sales, all types of valuations, farm and land sales, a comprehensive cross section of claims for compensation across the Midland region including property and crop damage from utility work.

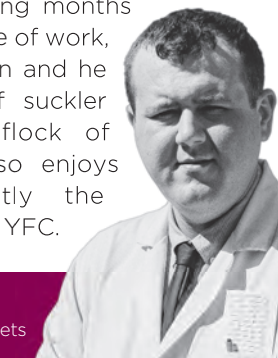
He is currently a Consultant having been a Partner for over 30 years, latterly as Chairman of the firm.



Clive Roads
Based at Worcester Market

Tom Pritchard

Tom started at McCartneys in 2017, working as a drover whilst studying a degree in Agriculture at Pencoed college. Tom started his auctioneering career selling furniture and antiques at Brecon sale room. This slowly developed into selling cull sheep at the Tuesday fatstock market and then on to store cattle. Tom now looks after the sheep section at both Brecon and Kington Markets and aims to improve throughput in the coming months and years ahead. Outside of work, farming is Tom's passion and he keeps a small herd of suckler cows along with a flock of breeding ewes. He also enjoys YFC and is currently the chairman of Ystradfellte YFC.



Tom Pritchard
Based at Brecon & Kington Markets

Wales Sustainable Farming Scheme

Welsh Government plans to introduce the Sustainable Farming Scheme (SFS) in 2025. The scheme is open for final consultation until 7th March 2024.

The consultation is available at www.gov.wales/sustainable-farming-scheme-consultation.

It is essential farmers respond.

There are currently 17 Universal Actions proposed, which if relevant to your holding, have to be undertaken:

- Benchmarking with data being entered on a Welsh Government portal to show the farm's performance against others
- Continuous Personal Development, requiring business partners between them to undertake six on-line CPD modules and short assessments each year
- Soil Health Planning, soil testing 20% of a farm annually, management and nutrient planning with results logged on RPW Online
- Multispecies Cover Crop on land that is uncropped for more than 6 weeks after harvest
- Integrated Pest Management on farms using insecticides, fungicides, herbicides, molluscicides and growth regulation products
- Managing Heavily Modified Peatland
- Habitat Maintenance & Create Temporary Habitat on Improved Land. At least 10 per cent of each farm managed as habitat
- Designated Site Management Plans developed with NRW for SSSI land, including rivers
- Farms to manage at least two ponds/scrapes. If under 80 ha totalling at least 1,000m²; if over 80 ha totalling at least 2,000m²
- Hedgerow Management on all regularly trimmed boundaries to meet definition of hedge in good condition by year five
- Woodland Management & Create New Woodland and Agro-forestry. At least 10% under tree cover as woodland or individual trees by the end of 2029
- Historic Environment Maintenance and Enhancement. Traditional farm buildings and historic landscape features to be kept in stable condition
- Animal Health Improvement Cycle. Livestock keepers work with a vet annually to assess farm production and health data, improve, plan, review and record all steps, signed off by vet. Annual antibiotic use to be recorded as part of Benchmarking
- Good Animal Welfare. Livestock keepers to complete on-line proficiency training on body condition and mobility scoring as part of CPD, record the number of lame animals as part of Benchmarking, discussing these with vet
- Good Farm Biosecurity – farms to have wash stations and disinfectant available for cleaning of clothing, equipment and vehicles for people entering and leaving farm



Katie Davies
Chair of Rural Professional Department. Based at Knighton

Biodiversity Net Gain

From January 2024, all larger planning applications have to deliver 10% biodiversity improvements, with smaller sites requiring to do this from April 2024, but what does this actually mean.

Biodiversity Net Gain (BNG) is an approach to development, that leaves biodiversity in a measurably better state than before the development took place.

Currently, there are certain sites which are protected, such as SSSI's, but there are limited methods to ensure that other habitats are protected, maintained and enhanced. As a result, habitats continue to be lost by development, which leads to a disconnect within nature and a general downturn in ecology provisions.

In the future most developments will need to deliver a minimum 10% biodiversity Net Gain. BNG in addition to the protection of existing site and aims to not only protect existing habitats, but create new ones and ensure that the ecological connectivity is retained and improved.

BNG is measured using a Biodiversity Metric. This will require an assessment by a competent person, such as an ecologist. The Metric will analysis the condition and potential changes to the habitat by the proposed development, looking at four key areas: habitat size, condition, distinctiveness and location.

During the design process for any new schemes, procedures will need to be followed to analysis the impact on the biodiversity and design around where possible. Following this, an analysis of where the BNG improvements can be achieved, will need to be agreed. This could result in on site or off site units.

Any land utilised for BNG will be secured by a planning legal mechanism for a minimum of 30 years and formally registered on the Biodiversity Gain Site Register. Any land will also need to be managed, monitored and reported on for the duration of the net gain agreement.

The overall aim is that BNG contributes towards nature recovered by enhancing existing or creating new habitats. It will create spaces in which species can thrive and in doing so, will allow wildlife to adapt to climate change.

The larger goal, is that BNG will help provided 'more, bigger, better and joined up, green and blue networks.'

Any landowners can:

- Explore options for delivering net gain on their site, including habitat banking and selling the associated biodiversity units to developers.
- Undertake a baseline assessment of their land using the Biodiversity Metric.

For landowners BNG can create long-term income opportunities through investment in habitat management. BNG generates sustainable and long-term financing for habitat management.

We have specialist advisors which can help with all grant needs and discuss matters further. If you have any projects which you would like to discuss further, please contact your local McCartneys office.



Geraint Jones

Chair of Planning & Survey Department. Based at Welshpool Office

McCartneys Equine

As we approach our 150th year of trading, some aspects of the business have changed, however, many of the same core values remain. Back in 1874 sales of horses were just as important to the company as they are today.

The type of horses offered for sale has shifted somewhat over the last 150 years, in those days the majority of horses on offer were draft horses being used on surrounding farms and estates. Nearly all the farms kept a Shire or 'Heavy Horse' of some type, which were used daily and bred from by using travelling stallions which then produced the next generation.

As you can see from the photographs, it was indeed a great spectacle and meeting place, just as the regular sales are today.

In 2023 the company offered for sale over 3,500 equines, which did include a small number of Shire types, which always meets with great interest and they sell very well. In 2024 our equine department is expanding further and introducing regular sale at our Worcester market, in addition to the well established sale held at Brecon market.

The Equine Department looks forward to another 150 years and endeavour to keep equine sales an important part of the business.



Phillip Blackman Howard

Based at Ludlow Market Office



150 Years of Business - A Personal View

Any anniversary is a time for reflection; a time for pride in what has been achieved but to me it is a time as much as anything else of re-affirming the goals and objectives and achievements of the past for the future.

The year before the date McCartneys and their predecessors started in business John Stuart Mill, the Victorian philosopher, died. He had urged the better distribution of wealth by direct taxation, particularly taxes on inheritance, the bettering of conditions of life by social legislation, a complete system of manhood and womanhood suffrage not only for Parliament but bodies entrusted with local government. Indeed in 1874, Disraeli (Conservative) became Prime Minister at the election with a big majority but Gladstone (Liberal) had won more of the popular vote. It wasn't until 1876 (incidentally the birth date of my own grandfather) that a meaningful number of the population obtained the vote. Disraeli said "England was divided into two nations, the rich and the poor". So in 150 years everything has changed but nothing has changed.

From 1875 agriculture fell into recession not able to compete with extensively produced cheap corn from the American prairies. Monoculture that eventually created the dust bowl which resulted in President Roosevelt planting trees and the first of the re-generative practices in agriculture some 58 years later. Sound familiar!

Free trade and the selling of manufactured goods abroad and the import of food was the policy of the day. There was no thought of food security as we had an empire, a large army and a dominant navy. G M Trevelyan, the noted historian, writes "the fate of agriculture was only one example of the near sightedness characteristic of English state policy. The late Victorians laid no far plans for the future". The problems that faced the first years of the business face us again today. Free trade deals with Australia, New Zealand and other parts of the world where extensive low cost systems of farming predominate.

McCartneys has seen two world wars; various recessions including the great recession of the 1930's; the rise and 'fall' of communism; the Labour party coming into existence; animal disease outbreaks - foot and mouth, a BSE crisis, bluetongue, schmallenberg, bird flu, the removal of TB and its resurrection; two pandemics; the removal of deficiency payments and grading of livestock; in and out of the EU; the rise and fall of MAFF; increases in regulations and bureaucracy; the dominance of large retailers in the supply chain; the dominance of Irish meat firms in the abattoir sector; the dismantling of the Milk Marketing Board. There have been numerous changes in law including the raft of legislation after the second world war with the 1947 Agricultural Holdings Act (the first to give security to agricultural tenants), the 1947 Town and Country Planning Act (the first piece of planning legislation), various housing acts, the creation of the N.H.S, the 1954 Business Tenancies Act (still relevant today). The building of council houses and

the selling of council houses. Affordable homes (everybody wants affordable homes until they come to sell their own). The awful use of that word renter as opposed to tenant. The buying of estate agency businesses by insurance companies and then the same companies selling them again. And so on and so on.

Politicians have come and gone, some much quicker than others. Some politicians have left their mark and are remembered for their contribution. Some are better forgotten but their damaging actions remain.

Through all this the business has adapted and has expanded. Has invested in new livestock markets and has closed others. It still carries out the 'open cry' system of auctioneering which saw many auction businesses start in the late 1800's and flourish as the railways enabled better transport of livestock. The business has remained at the heart of the rural communities it serves. Its relevance today is as great as it ever was but the world has changed. Society has changed and not all for the better and so the services we offer must change to meet these needs. Environmental goods, bio-diversity net gain, carbon sequestration will alter the land market and valuers' perception of land types as much as they will income streams.

Touchy feely business practices and political correctness (my grandson was in his first nativity play this year, he was cast as a wise person!) would have been an anathema to previous partners such as Sam Burgess who went through the First World War and the horrors of The Somme but they are here to stay so the firm has accepted them and has modernised its mojo. The fact it is still owned by individuals and owns extensive freeholds. The fact it still obtains its strength from a wide base of clients from all social climes and values. The fact it serves the communities in which it is based. The fact it contributes to society will ensure its long-term success. It is not all about profit although in business it is true you can do without a vicar and a priest but you can't do without a 'prophet'.

Tomorrow will bring more of the same challenges with tears, smiles and rewards that the last 150 years have done.

The values McCartneys has stood for over that period will be there to serve the needs of its clients. It was and is and will always be a two-way relationship.

In all of this perhaps Robert Louis Stevenson has the answer when he wrote "the worst historian has a clearer view of the period he studies than the best of us can hope to form of that in which we live. The obscurest epoch is today".

John Uffold.
(Partner in McCartneys 1981-2016.
Now a consultant).



John Uffold
Based at Ludow Market Office



Rural Professional & Livestock - A team of qualified, professional experts, to support the needs to rural and farming businesses, land owners and land occupiers. Services include RICS valuations, compulsory purchase and compensation matters, landlord & tenant matters, sales and lettings of land, farms and rural property, renewable energy schemes advice, rural grant applications, expert witness and more.

Across Mid Wales and the West Midlands we run five livestock markets, located in Brecon, Kington, Knighton, Ludlow and Worcester, selling finished and store stock and attracting buyers from across the UK. In addition McCartneys Pedigree are the official auctioneers for over 25 breed societies



Property - Our team of qualified estate agents and property experts combine regional knowledge with national presence for all residential sales and lettings needs. Offices based at Ludlow, Brecon, Hay on Wye, Llandrindod Wells, Builth Wells, Kington, Knighton, Newtown, Welshpool, Craven Arms, Stourport and Kidderminster.



Planning & Survey - Our team of qualified professionals provide architectural services, planning applications & appeal and building regulations, project management for project administration, specification and schedules of work, house surveys, RICS Homebuyers Reports and building surveys. Special Surveying Services, including building and boundary disputes, dilapidations, party wall and expert witness



Fine Art & Antiques - McCartneys have two dedicated auction salerooms, located at Ludlow and Brecon. We hold monthly fine art, antique and general furniture auctions and also offer a free valuation service of items brought down to our salerooms by appointment, with no obligation to sell. Along with sourcing lots from private vendors, we offer a discreet and sympathetic approach to house clearances with a free pre-sale appraisal. We are able to provide full written valuations for the purposes of probate, insurance, family division and inheritance tax as well as for sale by auction.



Commercial - Offering a full range of services including landlord & tenant agency, acquisitions, development and investment, rating and valuations.





Join in our celebrations!

McCartney's will be celebrating our 150th anniversary throughout 2024. We want our customers and clients to be part of the celebrations. We have enjoyed looking through the old photographs to make this edition, but there must be many more photographs from over the years belonging to you - our customers, farming families and locals - 'doing business with McCartney's'?

If you have any old photographs that you are happy to share, we would be delighted to see them and share throughout the year. Please send copies of photos to katie@mccartneys.co.uk

Since the beginning in 1874

Since its beginnings in 1874, McCartneys has been at the forefront of innovation, dedication and service. As we celebrate our 150th anniversary, we are proud of the clients we have and continue to serve, along with the connection that this firm has with the local communities. This is a firm that was founded to serve the rural communities in which it operates, with this ethos still being very much at its heart.

2024 marks the 150th anniversary of when the original partnership of McCartneys was formed. During those 150 years, the firm has continuously evolved and expanded through mergers and acquisitions to be the firm that it is today. However, at the heart of this firm sits the partnership. The partnership, as it did in 1874, comprises of a likeminded group of men and women who seek for this firm to excel in all that it does.

However, the firm would not be able to operate without the dedication and loyalty of its staff and consultants. The partnership considers itself most fortunate to have the exceptional support of its staff and consultants in serving our clients.

Over the last 150 years, there has been numerous milestones reached. The firm has expanded in all areas with highly successful departments covering Estate Agency, Survey & Planning, Fine Art, Rural Professional and Commercial Property. However, the heart of this firm is still very much centred around its livestock markets.

The firm continues to expand and grow, with the recent establishment of the equine department which will be launching a range of new additional sales during the course of 2024 to build upon the success of those sales at Brecon market and for the Welsh Pony & Cob Society.

As we reflect on 150 years, the partnership is filled with gratitude to our clients, staff and consultants for their support and opportunity for this firm to flourish.

On a personal note, I am honoured to have been elected Chairman in this milestone year and look forward to leading this partnership forward for the benefit of the communities we serve.



Simon Edwards

Chairman of McCartneys. Based at Brecon & Hay on Wye Offices

With a long standing heritage in supporting the needs of the countryside economy McCartneys is one of the oldest and largest multi disciplined private practices in the United Kingdom. Offering a wide and comprehensive range of services across the Midlands and throughout Wales, McCartneys has a large dedicated team of

professional experts specialising in all aspects of rural property, planning and business advice.

Please contact one of our professional staff for sensible and impartial advice. For any further information about any of the content of this newsletter Please contact the editor Katie Davies.

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