

Annual Review

2022–23



Welcome from our CEOs

This Annual Review is a celebration of some remarkable achievements made by Jamie's Farm over the last year.

We measure ourselves not in terms of the difference we make over a single week's residential; each week we see young people making memories they'll never forget, uncovering talents they never knew they had. Instead, we focus on whether we enable, through the catalyst of our intervention, sustained change for the children we serve.

Consequently, in this Review we refer to the evaluation of the long-term impact from our work in the 2021–22 academic year. Alongside this, we are presenting figures from our 2022–23 financial year, in which we were able to beat our budgets for the fifth consecutive year, earn more from our programme and house rental business than ever before and keep our costs under control – a considerable success given the monumental challenges that we, as well as other organisations our size, have faced.

These challenges, associated with the ongoing effects of the pandemic and considerable inflationary pressures, have also been faced by those we serve. The significant increase in poverty levels and the staggering numbers of children who are persistently absent from school – reaching 1.6 million in number – has made supporting vulnerable pupils in particular an extremely challenging process for our partner schools.

In the face of this, our efforts to offer transformative experiences to more pupils than ever before is a particular source of pride for us. While the impact of the Omicron variant of Covid in Winter 2022 meant that we had to spread our resources and make the difficult decision to close one of our sites for a short period, nevertheless, record numbers of children benefitted from a Jamie's Farm residential in 2021–22.

We have also taken the opportunity to revisit our long-term strategy and ensure that the organisation is absolutely focused on how we can play our part in enabling all young people to thrive, no matter their circumstances.

In this, there are some exciting initiatives afoot: further expansion that will increase our reach by 50% over the next two years; investment in our Cultivating Change online platform to improve our ability to indirectly impact young people by equipping their teachers with the tools of our model; and further refinement, investment and dissemination of our regenerative farming approach, and how young people can be effectively engaged in the environmental benefits of such work.

Yet alongside the newer initiatives, there is an ongoing commitment to our core work. As this Review sets out, at Jamie's Farm, we know what we do and we do it well. Our ambition over the next period is to do it even more and to do it even better, with a sustainable approach to farming, financing, and operating our organisation that protects our special culture.

And in the process, we also want to celebrate and thank our fantastic community of supporters and the powerful partnerships that have enabled us to be where we are today. With your ongoing support, we feel well placed to meet the growing needs we face well into the future.

Onwards and Upwards!

Jamie Feilden
Founder and Co-CEO

Jake Curtis
Co-CEO



About Jamie's Farm

Our mission

To transform the lives of disadvantaged children and young people who are not thriving in school or society, and provide a sustainable and proven solution to the national problem of social and academic exclusion.

Our vision

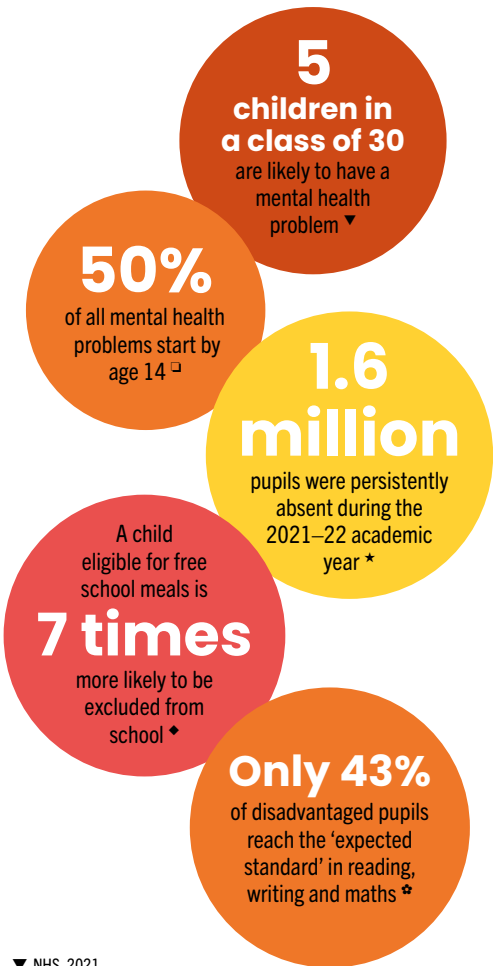
Disadvantaged children and young people nationwide will be better equipped to thrive academically, socially and emotionally during their secondary school years and beyond.

The need

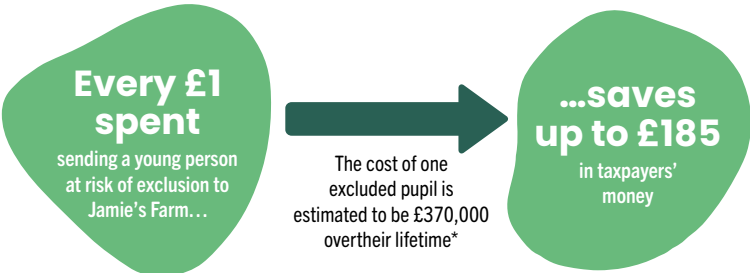
Social and academic exclusion are serious problems affecting young people in the UK today. When children are not engaging fully with their education it can be difficult for them to see their potential as successful people. Without opportunities to realise what they are capable of, a course of underachievement and underemployment can be set very early on. The consequences of this are likely to be felt well into adulthood, with the biggest impact on employability, wellbeing and relationships. At Jamie's Farm we offer a unique, preventative solution to empower young people to change course.

Our response

Our powerful formula of Farming, Family, Therapy and Legacy, delivered via a five-day residential and rigorous follow-up programme, addresses the root causes of exclusion by equipping vulnerable children to thrive during their secondary school years. Our programme is designed to improve behaviour, boost engagement, improve wellbeing and develop essential life skills. We work in partnership with all our schools and organisations, as we recognise that for the greatest impact, we have to empower and support schools in order to make changes last.



- ▼ NHS, 2021
- pubmed.ncbi.nlm.nih.gov/15939837/
- ★ DfE, 2023, *Pupil absence in schools in England*
- ♦ DfE Exclusion Data, Autumn Term 2021–22
- ☆ Government data 2022



* Institute of Public Policy Research, 2017

Our journey



The initial spark for the charity came when Jamie Feilden, in the first cohort of Teach First participants, was teaching in a Croydon comprehensive. Shocked by the battleground the school had become, stemming from poor behaviour and a lack of engagement, he brought lambs from his family farm in Wiltshire and set up pens in the school playground, challenging his pupils with looking after them. He observed that it was frequently the children who struggled to focus and maintain positive relationships in school who benefitted most from the responsibility and nurture needed to tend to these animals.

At this point, he came up with the idea of taking pupils back to his home farm in Wiltshire. Using his own farming experience and the 30 years' worth of experience that Tish, Jamie's mother, had built up as a psychotherapist, they developed an approach based on Farming, Family and Therapy and piloted weeklong visits at the family home.

From day one Jamie was determined that the farm would not be a 'petting zoo', but that there would be real jobs with a real purpose. When combined with the therapeutic methodology that Tish devised, and the essence of a loving family as a framework of support, a powerful intervention was

2006

Jamie brings the first groups of young people from Croydon to his family home just outside Bath.



2009

Jamie and his mum and Co-Founder, Tish, register Jamie's Farm as a charity. The following year Jamie's Farm moves into Hill House Farm, Ditteridge.



2014

To meet growing demand a second Jamie's Farm is purchased near Hereford and welcomes its first group in February 2015.



2,200 young people have visited Jamie's Farm.

2016

With two rural farms at full capacity, a third farm is purchased in Redbrook, Monmouthshire.

3,600 young people have visited Jamie's Farm.

2015



Our city farm in Waterloo opens in a new partnership with Oasis. Here we can continue to support our London based partner schools with a multi week follow-up programme.



born. From the very first week they witnessed the profound impact that this combination could have on disengaged teenagers. Thirty-five pilot weeks were run at their home, before the need for a purposely converted farm became apparent. With the support of local lenders and donors, in 2009 the first Jamie's Farm was purchased in Ditteridge, seven miles outside of Bath.

To this day those founding principles remain at the heart of our work and the charity has built a reputation as an innovative and in-demand intervention that operates across five rural farms and a city farm in Waterloo, London.

2018

Jamie's Farm Monmouth officially opens and welcomes its first visitors.



5,000 young people have visited Jamie's Farm.

2020

Adapting to the limitations of the pandemic, in July a day visit programme is launched supporting the most vulnerable young people and schools local to our farms.

Jamie Feilden wins the award for Outstanding Contribution to British Agriculture at the British Farming Awards.



Tish Feilden publishes her debut book *Creating Change for Vulnerable Teens*.

2022

Our Patron, HM The Queen, visits Jamie's Farm Monmouth – she has now visited all of our farms within the last 10 years.

Jamie's Farm reaches a significant milestone in June – since our inception over 10,000 young people have now benefitted from our transformative programme.

2019

Jamie's Farm Lewes welcomes its first group in March.

7,500 young people have visited Jamie's Farm.

2021

After over a year of disruption caused by the pandemic, in May, residential resume for the first time since March 2020.

668 young people supported via day visit programme.

2023

Due to demand from schools in the north of England, Jamie's Farm Skipton welcomes its first children for day visits in April 2023.



In August 2023, we completed on Jamie's Farm Bath: Lower Shockerwick, a sixth residential farm located in the Box Valley.

We have now worked with 13,000 young people.

Our farms



Jamie’s Farm Bath



The first permanent home of Jamie’s Farm was purchased in 2010 and – remarkably – within six weeks welcomed its first groups of visiting children. The site is now highly developed for, and crucially by, the children. Pupils have left their mark in multiple ways, including the establishment of our colonies of bees, producing delicious honey. It’s home to our biggest regenerative farming operation. This site is also our headquarters, where operations staff are close enough to our programme to hear celebratory cheers when a log is split, or raucous singing around the piano.

Target areas: London and the South East of England

Jamie’s Farm Hereford



This site opened in 2015. Situated in the Golden Valley, within easy reach of the Black Mountains and the Brecon Beacons, young people visiting here benefit from wonderful walks in the wilds of the countryside. Sleeping accommodation overlooks the beautiful courtyard and traditional stone barns. There is a terrific manège on site for our unique therapeutic work with horses. Weekly activities with young people include hand carving locally felled wood to create beautiful serving bowls, coat hooks and spoons.

Target areas: West Midlands and the North West of England



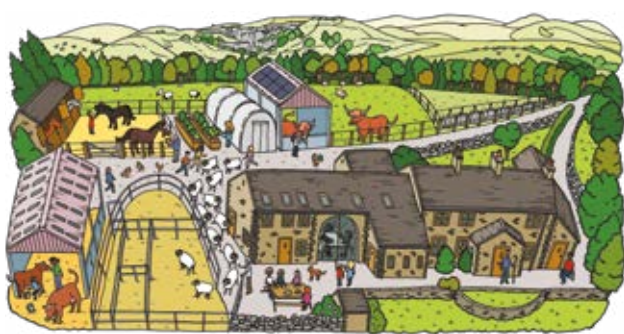
Jamie's Farm Monmouth



Launched in 2018, this site is nestled on the top of a hill in Redbrook, near Monmouth. As our most elevated farm, children cherish the incredible views of the Forest of Dean and mountains as a backdrop. Walks explore local highlights: the Kymin, the Skirrid and the Doward. Here, our Australian lowline cattle graze on a stretch of land leased to us by the Woodland Trust. This idyllic location has easy transport links to our target areas, and is also well placed between our farms in Bath and Hereford. This allows a high level of collaboration and support to take place.

Target areas: Wales, the East Midlands and South West of England

Jamie's Farm Skipton



Our latest farm, situated in the rolling hills of the Yorkshire Dales, opened in 2023. The site has significantly expanded our reach, enabling us to work with schools and their communities across the north of England. The farm covers a stunning 245 acres of pasture, which has been transformed by miles of newly planted hedgerows, hundreds of trees and acres of herbal leys pasture. With Malham Cove nearby, there is lots of wilderness to explore. The beautifully converted farm buildings create a wonderfully welcoming space for our young people to cook, live and work together.

Target areas: Yorkshire and the Humber, North West and North East England

Jamie's Farm Lewes



Opening a Jamie's Farm in East Sussex in 2019 provided us with a chance to extend our reach to areas in the South of England where research indicated a need for an intervention like ours. A generous supporter provided this opportunity, which would have been closed to us given the considerable expense of land in the area, putting in place a new model of leasing a farm. This stunning site sits at the foot of the South Downs, offering tranquility and far-reaching views. Fantastic links with local schools and organisations have developed, and a real community of support around our provision has grown.

Target areas: London, Kent and the south coast of England

Oasis Farm Waterloo



On a small strip of land between Waterloo Station and St Thomas' Hospital you can find our city farm, Oasis Farm Waterloo, which opened in 2015. The former wasteland has been transformed into a thriving and productive half-acre. Developed in partnership with Oasis, the farm is often home to a sow and piglets from our Bath farm, as well as lambs, goats and chickens. Visitors can enjoy growing fruit and veg on site, turning these into delicious lunches in the on-site kitchen. We have an enormous timber-framed barn, available to hire for events, and a serene walled garden for more reflective discussions. Here, we offer six-week extended programmes to London schools, in addition to follow-up sessions to local schools who have visited our rural farms.



Our farming business is
**better than net
zero carbon**
with a surplus sequestration
of 125 tonnes of carbon.*

*Carbon Metrix, Carbon Audit of Jamie's Farm, 2022

How we farm



Engaging young people in farming has been at the core of Jamie’s Farm since the charity began. The focus at our farms is on pasture-fed livestock, with 1,000 breeding ewes producing over 1,500 lambs, and 200 Aberdeen Angus cattle producing around 200 calves each year across our rural farms.

We have Lley and Texel sheep lambing in January and March meaning as many young people as possible can experience the birth of a lamb. Cows graze all summer with their calves and spend the winters eating top-quality home-produced hay and silage. We sell bulls to local farmers, and cattle and lambs are sold to butchers or in local livestock markets. As with our veg and eggs, as much as possible of the meat cooked and enjoyed by our visiting young people is directly from our farms.

In recent years, we have made a commitment to adopt a regenerative farming approach that focuses on enabling soil and natural habitats to thrive and best support our varied livestock and the wider environment. Thanks to some generous support, we are greatly encouraged by our results to date across a breadth of initiatives including:



Planting herbal leys

Improves the drought resistance and soil fertility of our land; reduces the need for certain animal treatments thanks to the pasture’s natural medicinal properties; and improves livestock growth from the species’ high protein content. 250 acres have been planted so far.



Mob grazing

This briefer, but more intense, grazing regime sees livestock moved onto new pasture every few days. This ensures soils get gently tilled but then have longer to recover, which benefits their structure and productivity. We are now mob grazing around two-thirds of our land.



Hedgerow planting

Increasing the hedges and fencing on our farms reduces soil erosion, benefits biodiversity and helps the management of grazing. 10,000 meters of hedging plants have been established so far.



Skipton and Lower Shockerwick

With the growing need for Jamie's Farm, our latest strategic plan called for a boost in our residential provision by 50% by increasing the number of our rural farms from four to six.

This past year has seen us make major progress towards this aim and our dream of expanding our presence to the north of England. Haugh Field Farm in the South of the Yorkshire Dales has been bought for Jamie's Farm by a supporter and is being leased back to us at a peppercorn rent. It is hugely exciting to now be able to better serve communities from major conurbations such as Leeds, Manchester and Bradford.

Our longstanding Farm Manager and Visit Coordinator from our Hereford site, Mark and Emily Carnie, relocated to Haugh Field Farm last August to help prepare the site for visits. Over the winter some of the old farm buildings were converted into welcome facilities for visiting young people including a kitchen/dining room and boot room.

Alongside the development of our therapeutic space, Mark has been busy managing the transformation of this fabulous 245-acre site from an agricultural perspective.

With funding support from the Countryside Stewardship Scheme, a fantastic 12.6 miles of fencing has been erected, 4.3 miles of new hedging and 75 acres of new herbal leys planted – all of which are set to dramatically change the look of this farm in the years ahead. Through our regenerative farming, we hope to influence the broader farming community in the region and prompt environmental gains beyond those we're leading ourselves.

We were delighted to open Jamie's Farm Skipton on schedule in April 2023, delivering our day visit programme. A group of primary school children from the Co-op Academy Beckfield (Bradford) were the farm's first visitors, visiting the farm once a week over half a term. This six-week therapeutic programme is based on the model we employ at



our Waterloo farm which has achieved such great impact for our London-based beneficiaries.

“What surprised me at the farm is that I didn’t get frustrated, because normally when there is something hard I can’t do, I can’t really control myself. Helping the sheep give birth to the lamb was one of the best things I’ve done.”

Visiting young person

We already work with many partner schools and organisations in Yorkshire and the surrounding counties, and establishing this new site will enable us to develop and build these partnerships further. Looking ahead, we expect to welcome 240 young people in the 2023–24 academic year.

“We are really excited about the new Skipton farm! The Jamie’s Farm experience is without doubt one of the richest intervention opportunities out there and we’re very keen to continue working with the new team in Skipton.”

Assistant Principal, Co-op Academy Priesthorpe

Hot on the heels of this new addition to Jamie’s Farm – and also hugely exciting – we have now acquired our sixth residential farm, Jamie’s Farm Bath: Lower Shockerwick. This site is just a mile from our very first farm, Hill House Farm, near Bath. We look forward to sharing more details of this exciting move and what will become our first example of our intended two-farm hub model – a set-up designed to expand our outreach whilst maximising the efficiencies of shared site management.

“It is the generosity of our closest supporters that in different ways has made this extraordinary year and new phase of our growth possible. We look forward to the challenge of further fundraising and planning to develop and make the most of these wonderful new sites.”

Jamie Feilden, Co-CEO and Co-Founder



Our approach

Farming, Family, Therapy and Legacy

Jamie's Farm uniquely combines Farming, Family and Therapy into a five-day residential with a focus on giving children time and space to reflect, renew and determine a new path for themselves. We do this by creating an environment where they feel respected and are given opportunities to display their talents and show responsibility.

The farm environment is homely and cosy, steering away from the institutional set-up of school and instead encouraging togetherness and an escape from the challenges of normal life. On day one, all mobile phones and electronics are handed in to ensure there is real distance from pressures and distractions at home. Children live and work on site in small groups of 10–12, supported by our experienced staff who focus activities on positive and tangible outcomes. A visit to Jamie's Farm does not end when young people leave. Through our Legacy strand, we support young people to embed the changes and achieve a greater long-term impact.



Farming

Through the 'Farming' strand of our work, we help children to build self-esteem. Visiting children are vital to the running of our working commercial farms and gain huge satisfaction from seeing the results of their individual and group work.

Rearing livestock

Interaction with our livestock encourages a sense of nurture, confidence, responsibility and achievement. Children begin to see the value of hard work and gain a huge amount of satisfaction from tackling challenging jobs in a new environment. Children also contribute to farm life through activities such as hedging, carpentry, and log-chopping.

Gardening

Children help to grow seasonal fruit and vegetables in our extensive vegetable gardens, which is a valuable contribution to meal preparation. This helps young people understand the food cycle and how putting effort into growing and harvesting food can lead to delicious produce.

Farming community

Children may visit neighbouring dairy and sheep farms, or the livestock market. This helps children to understand the social context of farming and develop trusting relationships with a range of adults.



Family

Through the ‘Family’ strand of our work, children share in each other’s successes and learn how to live in a cooperative group. Children are given a framework and reference point of what a healthy, supportive family can look like. At the start of the week, we set firm boundaries and emphasise our high expectations of them.

Living together

At Jamie’s Farm, staff and children live together, and learn to respect each other and the home in which they live. Everyone contributes to the functions of the family household. Without the distractions of mobile phones and electronic devices there is time and space to reflect. We share stories in the evenings, we play games together and on the final night we have a bonfire and teach each other new songs.

Cooking

Food forms a major part of the week at Jamie’s Farm. It enables the group to share their culture, develop creativity, work as a team and build confidence. Young people are involved in every aspect of it, including the growing of fruit and vegetables, caring for livestock, food preparation and serving. Adults and children eat together around one large table, and everyone helps to clean up afterwards – looking after others before yourself is central to what we do. All sugary snacks are handed in on day one; instead, we show children the benefits of eating healthily and allow them to realise the resulting changes in their behaviour and attitudes.



Daily walk

A daily walk provides children with exercise and a sense of adventure as they discover the countryside. This is rewarding, as children frequently exceed their physical expectations of themselves, but it also allows them to enjoy a sense of freedom as they expand their horizons. Kicking a ball about, rolling down hills, walking the dogs, or even a paddle in the river create wonderful memories for children to take away.

Therapy

At Jamie’s Farm, children come to live, work, play and grow; the therapeutic approach is woven into everything that we do. As children are only here for a working week, we do not engage them in formal therapy but in reflective conversations, individually and in groups. We call it ‘therapy on the hoof’, which incorporates a more informal, non-intrusive approach. With the clarity of distance and away from the distraction of modern technology, children commit to making improvements when back at home.

Group Work

Daily group work encourages children to interact appropriately with one another. We sit down around the table after meals to hear the successes and challenges from all members of the group. Children set goals, and give and receive peer feedback to and from each other.

One-to-ones

Jamie’s Farm has a high staff-to-child ratio to create strong relationships and an intimate, trusting culture. One-to-one activities with our trained staff allow children to reflect and to vocalise, rather than act out their challenges.

Horse work

Working with these large, powerful but sensitive animals allows children to confront their own parallel issues of fear, trust and attunement. It also affords them the opportunity to step into leadership roles and vocalise their own difficulties of dealing with power and control.

Art and music

We encourage children to express themselves creatively through art and music. We provide reflective, calm spaces for children to engage with creative tasks and informally share their thinking about life, home and school.



Legacy

The Jamie's Farm residential acts as a catalyst for change and is the beginning of the journey. We know that young people must be well supported to continue the progress they have made at the farm. Bespoke follow-up programmes, designed in partnership with visiting organisations, include visits from our staff as well as ideas on how to implement elements of our programme in other environments.

During the residential: Legacy meeting

During each visit, our Legacy Champion and Therapy Coordinator meets with the visiting staff, to look at what follow-up support each child needs, as well as to introduce them to our bespoke Cultivating Change digital platform, containing tools and resources for embedding the Jamie's Farm approach back in their own environment.

The days after they return: Sharing successes

The head teacher of each school or lead of each organisation and parents/carers receive personalised letters at the end of every visit, recognising each young person's successes. For the young person, it is extremely powerful to come back to a head teacher and parents/carers who have already heard how well they got on; this can support a profound boost in self-esteem. Visiting teachers are also given slides to share in all staff briefings on their return, detailing how school staff can best support these young people, and key challenges they may face in the first week back.

One week on: Therapeutic support notes

Our partner schools and organisations receive bespoke reports on each child with detailed support notes about what they have demonstrated at the farm, in addition to suggested interventions or strategies for working with them. We suggest these notes are shared with social workers or other professionals working alongside each young person.

Two weeks on: Postcards from the farm

A fortnight after young people have visited, they each receive a postcard with a photo of them in their favourite place at the farm. It is a reminder of their strengths and highlights from the week as well as the challenges they identified for themselves during their visit.

Six weeks on: Celebration meeting

After six weeks, our staff visit the young people back in school and hold a meeting, refreshing the values of Jamie's Farm, but also to hear how they have been getting on against the challenges they set for themselves. We also present the young people with their certificates, often in front of parents and teachers, which detail all the amazing things we noticed about them on the farm, along with a personalised film. Due to our high retention rate of school bookings and their subsequent multiple visits, a visit in school to one group often involves checking in with our ever-increasing alumni of Jamie's Farmers from previous visits too.



Case study:

Legacy

Over the past year, we have developed and trialled an enhanced legacy programme with The Bishop of Hereford's Bluecoat School. Having identified an increased need in their pupils since the pandemic, and with behaviour in classes becoming more challenging, senior leaders at the school decided to work closely with Jamie's Farm to tackle the root causes of these issues.

The programme

The school carefully selected young people for two residential visits to Jamie's Farm, interspersed with 6 day visits across the year, enabling these young people to stay connected and to continue the transformations that began during their initial visit.

Alongside this, Jamie's Farm staff, including Tish Feilden, Co-Founder and Director of Therapeutic Education, have delivered a programme of Continued Professional Development (CPD) for all staff at the school. This focused on building positive relationships and understanding the underlying causes of challenging behaviours. It consisted of whole school inset and twilight sessions, as well as meetings with the senior leadership team to check in on progress.

During the all-staff sessions, staff looked at why relationships really matter to young people, and how important it is that children feel emotionally safe in order to engage. There was a focus on decoding behaviour as communication, and how fight, flight and freeze defence mechanisms may present themselves in the classroom. Staff were given practical examples and set personal challenges throughout. We are confident that this partnership will go from strength to strength, and that embedding the Jamie's Farm approach in school will support young people and staff to thrive.



"After we started working with Jamie's Farm, we quickly realised that we wanted to have a wider impact on the whole school. We'd seen a huge rise in social anxiety in our young people, along with a rise in poor behaviours and low attendance. We wanted to focus specifically on our staff developing relationships with young people so that we could get the best out of them and so that they would want to attend school.

We worked with the Jamie's Farm team to put a year-long CPD programme together focused on building positive relationships. Some staff can understandably be resistant to new ideas, because they can see it as 'another thing to do', but because we'd already run a trip to Jamie's Farm, it meant that they'd seen some real positive impact on some of the students who had come back with a buzz about what they'd experienced. We also noticed that giving staff time to talk about young people and to share good practice made a real difference.

The Jamie's Farm CPD programme has shown how this approach can be successful for young people on a lesson-by-lesson basis and that it doesn't add anything to planning. It's just a really good way of becoming an even better teacher.

Once relationships started to improve, attendance and behaviour all started to improve as well. It also had an unexpected outcome- we received huge positivity from the parents, because they felt that as a school we were investing heavily in their children. It's been a big, big positive change for us as a school."

Deputy Head Teacher, The Bishop of Hereford's Bluecoat School

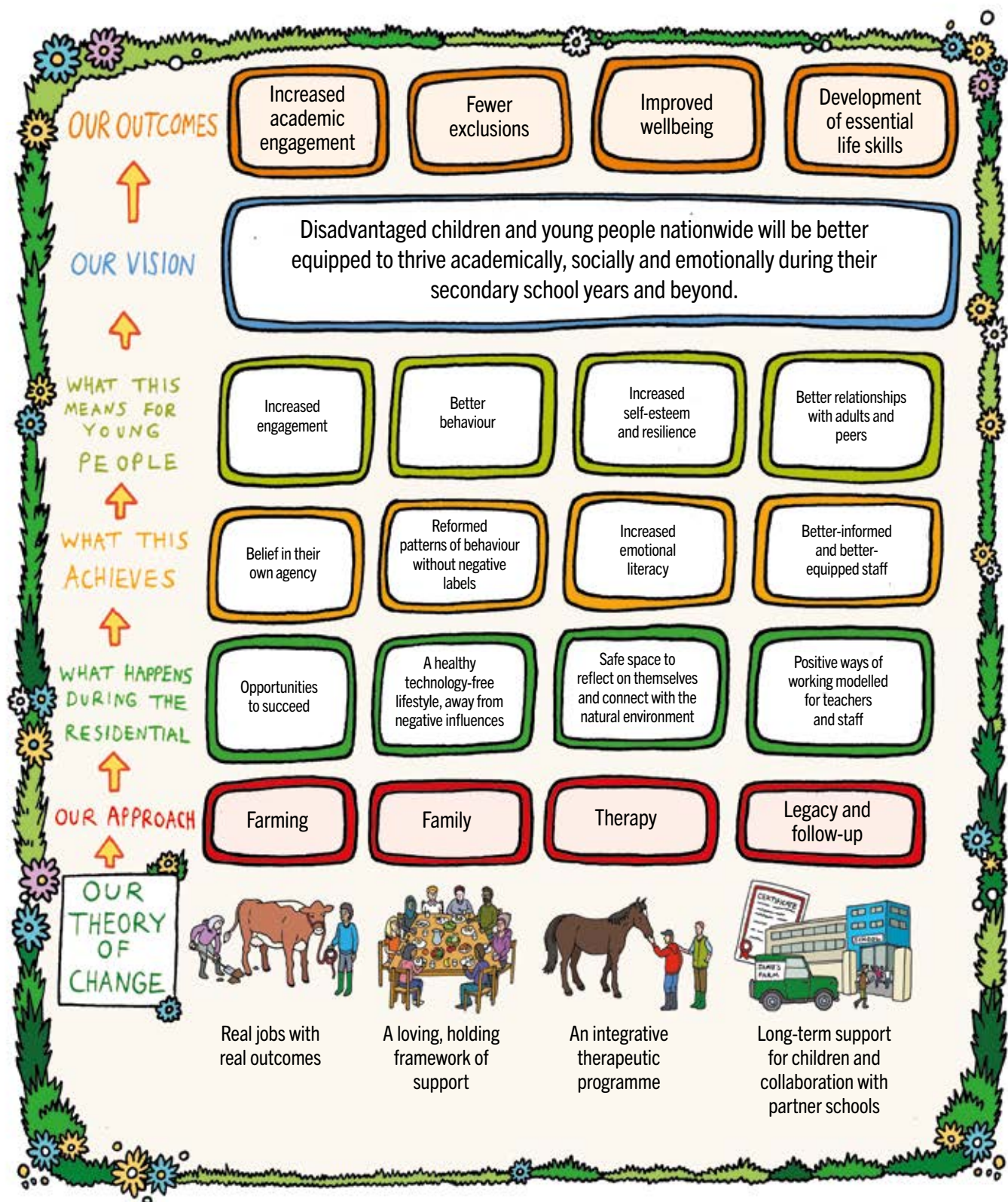




Theory of Change

Our theory of change demonstrates the journey a young person at Jamie's Farm takes and the way that our approach effects the outcomes we are seeking. By explicitly drawing the links between the inputs (our 'Farming, Family, Therapy, Legacy' strands) and our outcomes (improvements in

academic engagement, increased wellbeing and fewer exclusions, along with development of essential life skills), we can closely monitor our programme and continue to adapt to ensure that we are achieving the greatest impact possible for the young people who need it most.



Our impact

Introduction

The impact data presented in the following pages is from the 2021–22 academic year. It is worth recognising that this year remained a time of unprecedented turbulence for young people due to COVID-19, which continued to have a substantial effect on society. Persistent absence from school remains at a record high, with almost two in five disadvantaged pupils persistently absent from school in 2021–22, more than double the rate among non-disadvantaged pupils. In February 2022, NHS Digital reported that a record number of more than 400,000 children a month were being treated for mental health problems in the UK, with schools struggling to meet the mental health needs of their students.

As we emerged from the pandemic, the cost-of-living crisis began to impact households in the UK. In 2021–22, 4.2 million children (29%) were living in poverty in the UK (End Child Poverty Coalition, 2023). In a 2022 survey by The Children’s Society, 85% of parents and carers said they were concerned about how the increased cost of living would affect their families in the next 12 months. These external factors are having a substantial and long-term impact on the young people we serve, with support systems struggling to cope with demand.

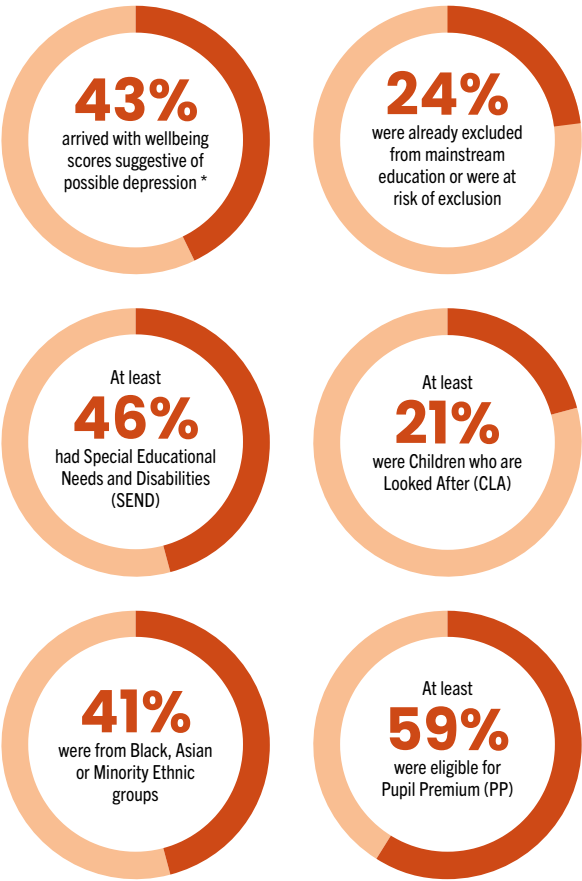
“Young people have been disproportionately impacted by two years of disruption and inconsistency in schools; bereavement and loss; uncertainty about the future, particularly in terms of work; and a continuing lack of support networks. For many young people with pre-existing mental health problems, the pressures of the last few years have made their mental health worse.”

Young Minds Impact Report 2022

However, despite these huge external factors contributing to a crisis for young people in the UK, we are proud that this report demonstrates the positive impact we continue to have on the young people we serve at Jamie’s Farm.

Who visited Jamie’s Farm?

During the 2021–22 academic year, we worked with 2,129 vulnerable people across our farms. Half our visits came from groups other than mainstream schools, such as alternative provisions and organisations supporting vulnerable families, unaccompanied asylum-seeking young adults or children, children who are looked after and those with special educational needs and disabilities.



* Wellbeing was measured using the validated Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS). 25% of young people had a SWEMWBS score of <18, which is deemed an indicator of probable clinical depression and a further 18% had a score of <20, indicating possible mild depression.

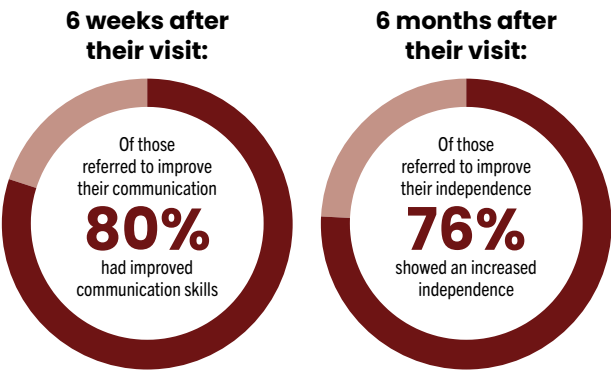
Our impact in numbers

“Both students and staff had a fantastic week, and the impact was visible immediately. For a group of some of our more vulnerable students, this experience was life changing and I would strongly recommend this process to any schools looking to better understand some of their more vulnerable individuals.”
Assistant Principal, Goresbrook School

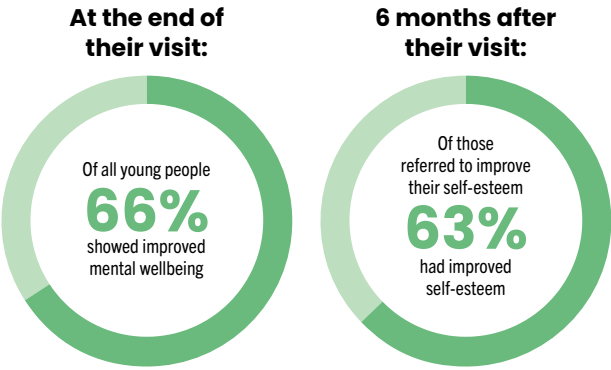
Behaviour



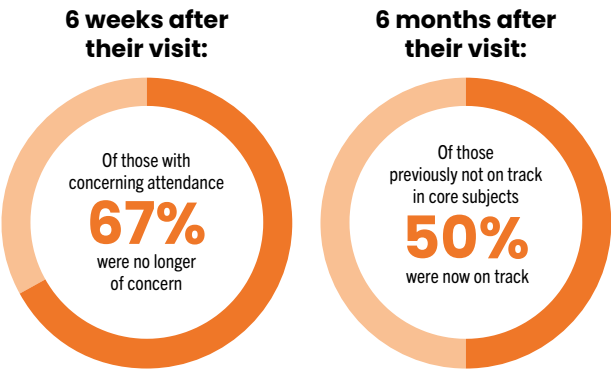
Life skills



Wellbeing



Engagement



“The staff at the Farm are a fantastic model for anyone working with young people. Every time I have come, I am blown away by the positivity and nurturing constantly on display no matter how the young people are feeling. The impact that has is immense and I try to use it as a model for my own practice back at school.”
Behaviour and Learning Practitioner, Derby Moor Spencer Academy



Wellbeing and self-esteem

Mental wellbeing is among the most urgent and complex issues facing young people today and is closely linked to social and academic exclusion. Young people have been disproportionately affected by two years of disruption and inconsistency in schools, uncertainty about the future and a continuing lack of support networks. Almost 300,000 young people in Britain have an anxiety disorder (NHS Inform). In addition to this, the cost-of-living crisis is further impacting children and families’ mental wellbeing.

Despite the impact these external factors continue to have on young people, we are proud to see meaningful and statistically significant improvements in self-esteem and mental wellbeing for those we work with. Notably, whilst 25% of young people visited Jamie’s Farm with a wellbeing score indicative of probable clinical depression[‡], the majority were positively impacted by their visit – reducing to only 10% at the end of their visit, whilst 66% of all visiting young people left the farm with improved mental wellbeing. Beyond their visit, we saw sustained positive outcomes for young people, with statistically significant increases in teacher-reported self-esteem at both 6 weeks and 6 months post-visit.



[‡] Wellbeing was measured using the validated Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS). 25% of young people had a SWEMWBS score of less than 18, which is deemed an indicator of probable clinical depression and a further 18% had a score of less than 20, indicating possible mild depression. This was based on a sample size of 774 young people who completed the survey before the visit and at the end of their visit.

“Mark[‡] lacked confidence and struggled to make meaningful connections with students and staff which often triggered challenging behaviour.

Mark has grown in confidence through having the chance to experience new activities and step outside of his comfort zone. Mark’s self-esteem and confidence has improved through the positive experience and constant recognition from staff and peers. He now has the confidence to ask for help or support and to approach a social situation and interject himself without being fearful of rejection.

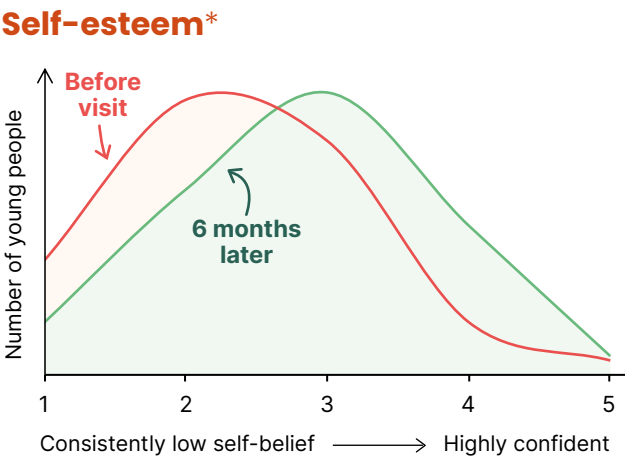
His personal development at Jamie’s farm has put him on the right track to move forward and succeed in terms of his ability to make meaningful connection with his peers, but also to challenge himself and not be afraid to try something new and also that the adults around him are there to help and support him.”

Operations Manager, Oasis Academy Leesbrook

“I think I’ve noticed that I can be more productive, is that the right word? And more confident with, like, what I’m doing, and brave. I’m doing new things and trying to get stuck into it straight away.”

Young Person

[‡] Name has been changed to protect their identity



*As assessed by visiting staff 6 months post-visit, using a 5-point scale.

Case study:

Harley

"Jamie's Farm is somewhere I found I could take my mind off things, feel calm, and where there's absolutely nothing, no technology, just nature. After the visit I felt that I could be a lot more open with my teachers, rather than sitting there, trying to deal with it all by myself. It's made me feel a lot more confident in myself, knowing that people think what I'm doing is pretty good – I never really used to think that."

Harley first came to Jamie's Farm aged 14, visiting the Monmouth farm with his school. He was struggling with anxiety and having difficulty processing his thoughts. His teachers felt time at Jamie's Farm would allow him the time and space he needed. Having initially thought the visit would be boring – filled with "picking up sheep poo" – he found the experience to be quite the opposite.

The immersion into countryside living, with limited technology, provided an environment where he could truly relax, reflect and reduce his levels of

anxiety. He found that by swapping a phone screen for birdsong and nature, he had created a memory of how Jamie's Farm made him feel which he could come back to whenever he felt stressed or overwhelmed. Harley thrived working outdoors on the farm, and was recognised for his ability to inspire the other students to crack on and enjoy themselves. He now feels able to talk honestly with his teachers about what he finds challenging at school. Harley is excited about the future and is currently completing a Business Studies & Sport BTEC in college.

"Harley has greatly benefited from his time at Jamies Farm, acquiring valuable social skills, boosting his self-confidence, developing leadership abilities, and expanding his circle of acquaintances. We express our sincere gratitude for providing him with this invaluable opportunity. Thank you."

Harley's Mum



Engagement, attendance and attainment

Attending and engaging with school is crucial to a young person's academic outcomes. 1 in 5 children were persistently absent in the 2021–22 academic year (DfE Data 2022), meaning they missed 10% or more of school a year. The social-emotional needs underpinning disengagement are complex and varying, and have been exacerbated by the insecurity and disruption caused by the pandemic followed by the continuing cost-of-living crisis.

Often, these underlying factors can be discussed more openly on the farm, due to the strong relationships formed with both Jamie's Farm and school staff in a safe and supportive environment. Combined with the sense of achievement, purpose and routine young people experience on the farm, this can result in sustained improvements in school engagement, attendance and attainment.

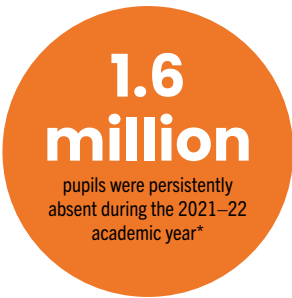
"Some of the children we brought were disengaged and very challenging at school. Their self-esteem was very low and they struggled to build strong, positive relationships with others.

During the week at the farm, these children have worked hard, been focused on every task, displayed empathy, care and humility and felt good about who they are and what they can achieve. Every single child has changed and grown, some remarkably so. They have made memories that will last a lifetime and have made the most of every second."

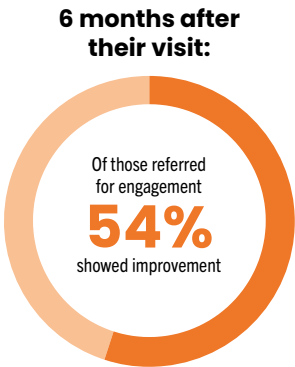
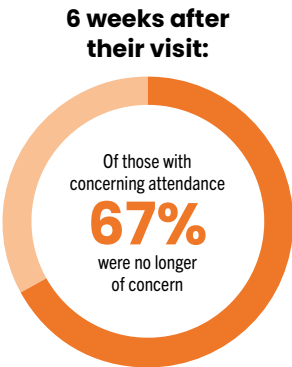
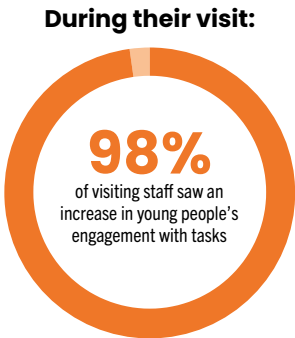
Deputy Headteacher, Co-op Academy Beckfield

"I'll try to talk to people more, try not to exclude myself from like... activities, and I'll probably put my hand up more during lessons."

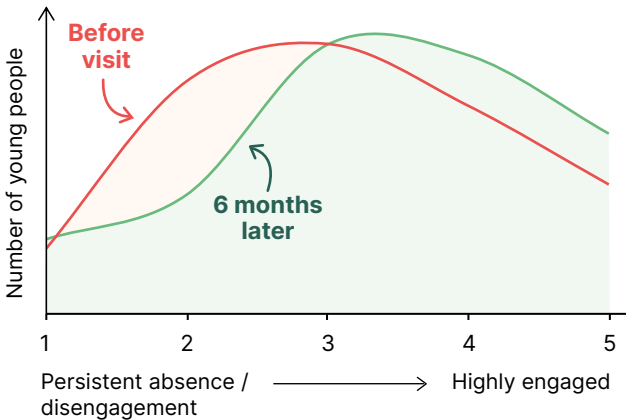
Young person



* DfE (2023), Pupil absence in schools in England



Engagement*



*As assessed by visiting staff 6 months post-visit, using a 5-point scale.



Case study:

Iram

“Jamie’s Farm has definitely helped me to open my eyes to see that there’s more going on in the world, like the outdoors and other people’s company, than just going on my phone. It’s shown me that I can do stuff, that I shouldn’t be scared and that I should always just give it a try, regardless of what it is.

My experience has made me a different person than I was. Before I would sit on my own and not talk to anyone, but Jamie’s Farm helped me get out of my fear of talking in front of people. The check-ins we had to do at the farm made me feel comfortable to talk to a group of people as I knew everyone was listening. I can now ask my teacher for help without feeling embarrassed or panicking. I would like to study Business and if I’m lucky, make a charity of my own and help others like Jamie’s Farm has helped me and the other 13,000 other kids.”

Iram first went to Jamie’s Farm Monmouth, aged 14. Growing up she had a lot of anxiety and found it hard to stay in class and focus. Her school felt that the opportunity to be outdoors and try something new would give Iram a break and help

improve her mental health. During her week at Jamie’s Farm, the hardest thing for her was just adjusting to the new experiences in front of her – thankfully it was made a whole lot easier by the staff and her peers making her feel comfortable enough to really get stuck in. Iram noticed that during the week she was allowing herself to open up and trust the Jamie’s Farm and school staff. For the first time, she found herself saying ‘yes’ to opportunities around the farm. Iram is proud to be a voice and advocate for young people at the charity, and is inspired to work with children in the future.

“Iram fell in love with Jamie’s Farm on the very first visit to Monmouth – the walks and hikes up the mountain, looking after the animals, cooking together for everyone. Iram has gained so much confidence, has become independent, learnt new skills, cleaning, cooking, enjoyed all the activities and in a completely different environment to the one she lives in, and made new friends for life. Jamie’s Farm has given her memories that she will cherish for the rest of her life.”

Hajra, Iram’s carer



Behaviour and exclusions

Persistently disruptive behaviour remains the leading cause of permanent exclusion from school, which we know can have devastating consequences on a young person’s future prospects. Although permanent exclusion rates decreased during the pandemic, they are now returning to pre-pandemic rates, with the number of school suspensions at a record high. Young people who are eligible for free school meals are now seven times more likely to be excluded from school than those not eligible (DfE Exclusion Data 2021–22).

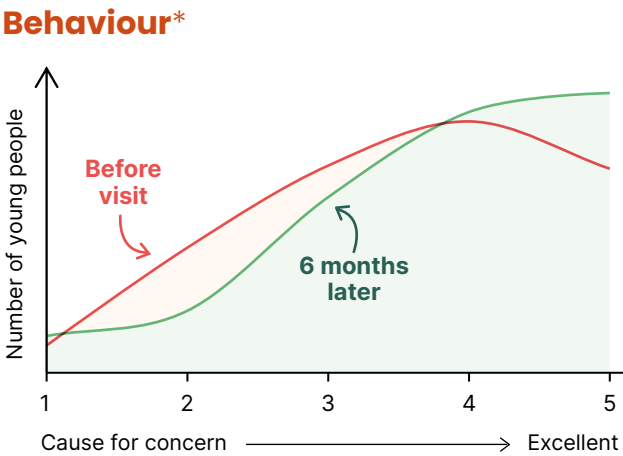
At Jamie’s Farm, young people experience a ‘life swap’ where they engage in purposeful tasks and receive positive feedback from peers and adults, often for the first time. Accompanying staff are able to honestly champion these young people in their daily setting, ensuring they are given a ‘fresh start’ and an opportunity to bring a different version of themselves to school and home.

We see statistically significant improvements in young people’s behaviour six weeks and six months after visiting the farm. These changes are particularly positive for those referred to improve their behaviour.

“Eric[‡] arrived at the farm with a lot of challenging behaviours. He found it very difficult to engage in conversation with staff and was very reluctant to participate in activities. He often truants lessons and gets involved in silly behaviour and altercations with his peers. I have seen him develop into a confident natural leader who is eager to learn new skills. He has opened up to staff about his behaviour and really wants this experience to be the start of positive change.”
Support officer, Eastern High School

“I feel like my behaviour is getting more respectful and stuff... because there are no distractions or anything bad happening for me to get into.”
Young person

[‡] Name has been changed to protect their identity



*As assessed by visiting staff 6 months post-visit, using a 5-point scale.

Case study:

Amani

Amani came to Jamie's Farm with her school as she was struggling with her behaviour.

"I had become chaotic and quite disruptive in class – I was talking, throwing things – I was very disengaged. My attitude to everything was 'I don't care, that doesn't matter'. My school knew I was good at practical work and thought I could apply that to the farm."

Amani was initially apprehensive, but keen to give it a try and see the animals.

"When I arrived, I was pretty nervous but the second the farm's dog came up to me, I came out of my shell. The farm brought confidence out of me that I never really had. I had always put on the facade of a naughty kid, but I was actually a quiet kid that didn't want to open up."

One of the biggest changes Amani has noticed in herself is the improvement in her work ethic and ability to self-regulate her emotions.

"At school I had a quick fuse, so I would get frustrated really quickly at my work and if I didn't get something right. But it was different at the farm. After we had mucked out and fed the animals, I would stand back and think 'I'm proud of that'. When I went back to school, I had a lot more patience. I was calmer in the classroom; I was able to sit down and focus on my work so it was the best standard I could do."

Looking ahead, Amani hopes to be a footballer, and that the patience and teamwork she learned at the farm will help her build stronger relationships on and off the pitch.

"I've started coaching the local under 9s team, which is something I wouldn't have said yes to before Jamie's Farm."

"Jamie's Farm has improved Amani's confidence and it has given her the chance to experience new things that she would never have pushed herself to do before. Amani has a very special connection to the farm, and it always brings a smile to her face when talking about her farm experiences. She has made amazing relationships with all the farm staff which all have had a positive impact on her, and she has learnt many things from each one of them."

Amani is about to start her next transition to post-16 education. I believe what she has learnt from her experience will help her and give her the confidence to be successful in this transition. If Amani wasn't such an amazing and passionate footballer, I have no doubt her career path would have been to be a farmer."

Rebecca Prunty, Student Engagement Officer,
Cranford Community College



Development of essential life skills

The Sutton Trust has found that 97% of teachers, 94% of employers and 88% of young people believe that life skills such as confidence, motivation, resilience, and communication are as or more important than academic qualifications.

These skills are embedded throughout the Jamie's Farm experience. Collaborating on engaging farm jobs within a supportive environment allows trusting relationships to develop. By building on this through structured reflection, we see young people becoming more able to communicate their needs and more receptive to support; skills that can ensure young people thrive on their return to everyday life.

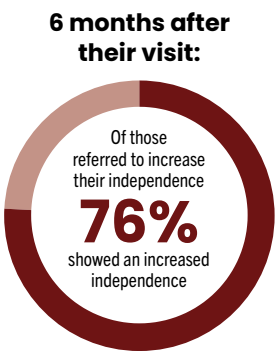
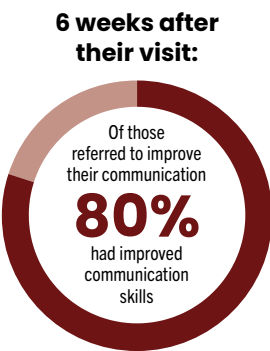
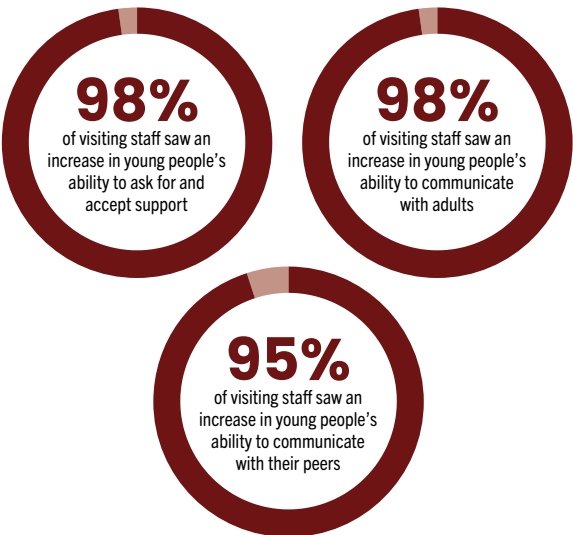
"Mohammed's[‡] ability to communicate his feelings has greatly improved... also [his] ability to ask for help from adults and peers. He still has anger at times, but these episodes do not last as long because he is able to listen to adults and bring it back to a calmer mood. He has felt proud of his achievements."

Teaching Assistant, Co-op Academy Woodlands

[‡] Name has been changed to protect their identity

"In school I like to portray a picture of myself where I like to stand my ground so no one will pick on me, but really I'm quite a softie!"

Young person



Visiting staff

Visiting staff benefit greatly from a Jamie's Farm visit, which can provide a chance to connect with young people in a new way and reflect on different approaches for working alongside vulnerable young people.

"I have improved on my leadership skills, communication skills, ability to adapt and also work under pressure. For me it was an extremely valuable experience, and I can walk away proud knowing I have improved my practice with young people."

Attendance support mentor, Orchardside School



"The most important change for myself has been having the opportunity and time to get to know the children on a personal level – to understand what their life looks like and the challenges they face. Also, for them to get to know me and to build that level of trust and rapport that there often is not the opportunity to do in a busy school environment."

Operations Manager, Oasis Academy Leesbrook

Case study:

Haringey Learning Partnership

Haringey Learning Partnership (HLP) is a Pupil Referral Unit (PRU) based in Haringey, North London. Young people arrive at HLP at various points during their secondary schooling – usually because of their previous school placement having broken down, whether through ill-health, behaviour issues or other difficulties – frequently feeling less than positive about themselves and their life chances. HLP aim to help get them back on track, either through a return to regular schooling or by completing Year 11 with them, so that they emerge prepared to make a positive contribution wherever they go next.

Jamie's Farm has been a part of HLP's provision for the last three years, welcoming groups of their young people to our sites across the country, including at Oasis Farm Waterloo for regular programmes.

"Attending Jamie's Farm is one of the best experiences that I have had in my many years in education. There have been many incredible moments where we have seen young people inspired, challenged and energised. We have seen our young people grow in confidence and develop positive relationships with staff and each other.

The 'break' from some of the pressures and challenges that our young people face in their daily lives (including poverty, serious youth violence, family challenges and racial discrimination) is absolutely invaluable.

The check-ins and group meetings enable young people to articulate how they're feeling, but also to recognise and to talk about how other people might be feeling. I think that's been really important in developing their own sense of emotional wellbeing, but also others' emotional wellbeing and how their behaviour impacts others.

The fact that when we started coming to Jamie's Farm we had a 'behaviour' policy as a school and it's now called a 'relationships' policy, shows that our visits have helped us think more carefully about what we want to achieve as an organisation, what's important to us, and what will ultimately benefit the young people most. The conversations that staff have had together whilst on the farm, and then also when back at school, thinking about how we input some of that learning

into our own approaches in the classroom, but also in terms of the leadership and wider strategy of the organisation, have been really important and helped in building our school culture."

Gerry Robinson, Executive Headteacher at Haringey Learning Partnership

"One of our young people is a Child Looked After and has a court order in place meaning that he is not allowed to be without a responsible adult. This means that he misses out on many experiences that young people of his age would have.

Being at the farm enabled him to have positive and safe experiences with his peers. It seemed that a huge weight had been lifted and he was allowed to be a child, experiencing new things, without many of the pressures he has faced in his everyday life.

Seeing his pride in overcoming challenges and facing fears – with the horses, dogs and on the rope swing – was a significant moment. I believe that this experience will have a lasting positive impact on him."

Visiting Staff Member

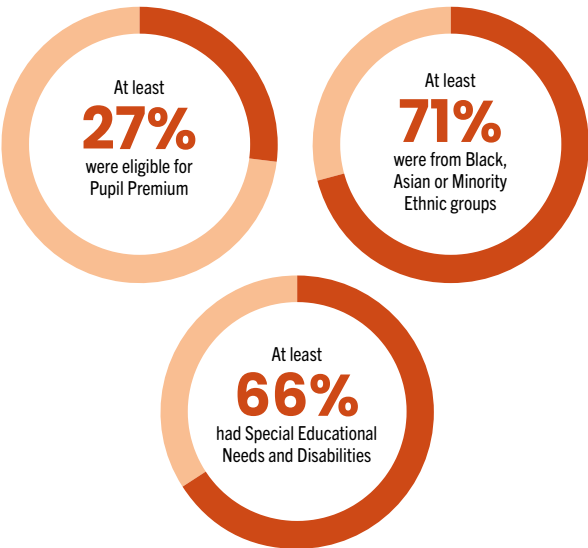


Oasis Farm Waterloo

Located in the heart of central London, our farm provided an escape in the city to 292 young people during the 2021–22 academic year. Through our six-week day visit programme, we worked with 128 young people from the boroughs of Croydon, Ealing, Haringey, Lambeth and Westminster.

The farm works particularly closely with the two local Oasis academies: Oasis Johanna (primary) and Southbank (secondary and sixth-form). In 2021–22 we ran therapeutic programmes with all of Year 5 and Year 6, weekly enrichment programmes with Year 7 and 8, and hosted a fantastic celebration event for Year 11. In partnership with the Oasis Waterloo Youth Team, we also delivered targeted programmes with young people at risk of gang involvement at three local secondary schools.

Of those who visited for our six-week programme:



“Overall it was a great experience for the students, they got involved in activities that they would not normally do. It was lovely to see them working around the farm and reflecting on the afternoon at the end of the session.”

Visiting teacher, Phoenix Academy

“The atmosphere at the farm, outside of school is so positive that students are comfortable to reveal their feelings more readily. This allows us to understand and be able to support them in a more targeted way and helps in building relationship with them.”

Visiting teacher



At the end of the six-week programme:



"Tom[‡] has always been a leader at school, but not necessarily a good influence. Jamie's Farm has allowed him to put his leadership skills to good use and in an appropriate setting."

Visiting staff member, Oasis Academy Arena

"The break in the middle of the week to go to the farm has meant that Jason[‡] can cope so much better with the rest of the week. It continues to really support his wellbeing and achievement and sense of trust and safety."

Visiting teacher

[‡] Name has been changed to protect their identity

Volunteers

Volunteering is a key part of life at Oasis Farm Waterloo. Over 50 volunteers supported our work with schools, animal care and farm maintenance throughout the year. We are proud to have run a host of events offering a chance for the broader community to enjoy the farm. This included a Christmas Fair, a Queen's Jubilee community party, summer open days, plus monthly family afternoons which welcomed hundreds of local residents and families.

An example of financial sustainability

Oasis Farm Waterloo is hired out for different occasions such as weddings, conferences, private and corporate parties, fashion shows and charity fundraisers.

Oasis Farm Waterloo generated a financial surplus in the year Sept 2021 – Aug 2022, which was reinvested in local community programmes. This was achieved by hiring out the farm for external events, which brought in over £60,000, higher than previous years. In the 2022–23 academic year, we expect to generate over £80,000 in events income, demonstrating how the Waterloo farm continues to build its profile and financial sustainability.





Long term support

Ambassador programme

In order to ensure that Jamie's Farm is effectively meeting the needs of our beneficiaries, we have run an annual Ambassador Programme since 2018. The Programme works with a small group of up to 16 young people from across England and Wales, who have all previously taken part in our residential programme and demonstrated exceptional commitment and leadership skills.

Over the course of twelve months the group meet quarterly at each of our Farms, starting with a week-long residential and followed by three weekend visits, giving them the opportunity to visit all of our Farms and meet the staff they initially worked with. Throughout the year, the group provide us with constructive feedback on how to adapt and improve our work with young people, and we provide them with an opportunity to further develop the skills and outcomes they were initially referred for and deepen their engagement with Jamie's Farm.

We are delighted to have supported a group of 12 young people during 2021–22, and have recently concluded the programme for our 2022–23 cohort. We are in the process of adapting this strand of our work, in order to ensure it has even more credibility and opportunity to act as a Youth Steering Committee, which we aim to have set up by January 2024.

"Jamie's Farm gave him the educational situation he thrived in. He felt respected and valued and was respectful in return. His self-esteem grew and the wonderful character that he is became evident instead of the struggling, angry young person he had been."

Parent of Ambassador

"My favourite part of the whole programme must be the long walks which involved teamwork, never giving up, leadership and communicating."

Ambassador

"Thank you so much for giving me the chance to live this experience, and to really change myself and to broadcast the real me to people."

Ambassador



Apprenticeships programme

We are proud to have employed four Jamie's Farm apprentices to date – all young people who have taken part in our residential programme before. By diversifying our staff team in this way, we ensure that the lived experiences of children – which are evolving so rapidly – are effectively represented in our staff teams. Our apprentices are frequently the voices we turn to within staff teams and internal training in order to properly understand the cultural contexts that will be influencing the young people we work with. Apprentices are invaluable members of our teams, and we are excited to see this programme develop and continue.



Spreading our approach

Having now directly worked with 13,000 children and young people across England and Wales, we recognise that many more could benefit from our powerful therapeutic model, if our approach was codified and shared more widely. At a time of huge need, teachers and school leaders nationally report that they do not feel well prepared to manage challenging behaviour or to provide emotional support to vulnerable young people (Education Support 2023). We believe we are well placed to support with this need, given our extensive experience and positive reputation in the education sector.

Around 400 visiting staff now attended our farms each year, with almost all leaving with a renewed sense of purpose and motivation to incorporate the Jamie's Farm methodology into their own practice and communicate more positively with children and young people.

Through spreading our approach, we aim to support and empower these teachers and other education professionals to better serve the needs of the vulnerable children and young people they work with, and to share best practice with other mission aligned organisations, ensuring that even more disadvantaged young people are enabled to thrive.



*Staff Satisfaction Survey 2021-22

Supporting teachers and education professionals

Cultivating Change

- We have developed an online **Cultivating Change community platform** and resources based on our methodology to support education professionals
- We have hosted 5 webinars to date, covering topics from behaviour policy and mental health in schools, to re-imagining the education system. Speakers have included Steve Chalke (Founder of Oasis UK), Liz Robinson (CEO of Big Education), school and multi-academy trust leaders and other experts from mission aligned organisations including Place2Be and The Difference.



“One of the most impactful webinars I have attended. Tangible, real-life understanding of what we are all facing in schools, backed with the knowledge of research. A really fantastic, well thought through panel.”

Assistant Headteacher, Brymore Academy

- We have developed our partnership with Teach First to support the **Senior Leaders Network** of school leaders with personalised CPD sessions, events and school visits focused on challenging behaviours and fostering positive mental wellbeing in their pupils. . This network will be expanding nationally in 2023-24 in collaboration with Teach First.
- We hosted the **Heads Forward Network Conference** in collaboration with Teach First. The weekend brought together 30 Teach First Headteachers from across the UK who took part in a range of workshops. Tish Feilden, Jamie's Farm Co-Founder, delivered a well-received session discussing our learnings and how schools can bring young people's need back to the centre of their practice and policies.



Supporting mission aligned charities

- We are designated the **Lead Partner** in the Outdoor Weeks of Learning (OWL) collaboration sponsored by the Ernest Cook Trust. The OWL network of outdoor learning centres is contributing to an evaluation to demonstrate the impact of residential visits to the countryside on disadvantaged young people. As part of this collaboration, we delivered training to teams from 3 other outdoor learning centres. Given the impact this training achieved, we will be delivering therapeutic training to all 10 OWL partners.
- We have hosted all staff **team workshops** for mission aligned organisations including Khulisa and Child and Adolescent Mental Health Services, during which we have shared best practice across each function of our organisations, from delivery to operations.
- Our partnership continues with **Bertha Earth**, an organisation dedicated to growing a diverse network of young environmental leaders; with Jamie's Farm helping to shape their programme and evaluation, as well as our residentials forming a core part of the year-long Bertha Earth programme.

"I found the day very valuable. It was probably the best training day I've been on. I felt valued and listened to, as we were treated like family members being invited home. I can imagine that young people respond brilliantly to the non-judgmental, supportive warmth that you all surround your guests with. I was particularly struck by the consistency throughout the team and the way you passed the 'baton' from one member of the team to another."

OWL training attendee

Our wider influence

- We are invited to speak at the Houses of Parliament by the Centre for Social Justice. We represented the views and needs of disadvantaged children to the cross parliamentary group focused on reducing school exclusions.
- We are active members of the Children and Young People's Mental Health Coalition, which brings together organisations to campaign jointly and provides a strong unified voice speaking out about children and young people's mental health. We responded to calls for evidence which contributed to their report into behaviour and mental health in schools – recommending changes to school behaviour policies.
- We are active members of the Fair Education Alliance, a collection of over 200 organisations working to end educational disadvantage. This year, we have contributed to the development of their membership tools, which connect FEA members to schools and young people most in need.



Fundraising

A huge thank you



As always, we would like to thank **all** our supporters over the last year; we would not have been able to reach our ambitious fundraising targets, and ultimately deliver our transformative programme, without you. Indeed, with our fundraising targets ever-increasing due to our continued expansion and high rates of inflation, we depend on the generosity of our supporters more than ever.

We continue to look for funding from a variety of income streams to ensure we are as resilient as possible. Many of our supporters are also now choosing to provide multi-year, unrestricted commitments, which are hugely important in helping us to plan and deliver our programme and budgets with confidence.

As always, charitable trusts and foundations provided the bulk of our income, with a growing number of individuals supporting us with significant gifts. Our corporate partnerships continued to grow, and we are very grateful for the contributions of financial support, gifts in kind and employee fundraising and volunteering. After the disruption caused by the pandemic, our income from fundraising events bounced back this year. Familiar fixtures in our calendar, such as the Bath Half Marathon and Action Challenges, were complemented by our first ever Charity Race Day at Plumpton Racecourse in East Sussex, led by Brough Scott.

We also once again ran two major public matched funding appeals, Champions for Children and the Big Give Christmas Challenge. We are delighted to have once again exceeded the £100,000 targets for both campaigns, which would not have been possible without the matched funding generously provided by our individual supporters and The Childhood Trust. We have now raised well over £1m through these vital campaigns.

Our sincere thanks and gratitude go to everyone who supported our fundraising activities, in whatever way, throughout the last year.

“Jamie’s Farm is extremely well led. Governance, operational and financial matters are efficient, income generation is well diversified, and you are constantly seeking to innovate and improve service delivery. Jamie’s Farm is comfortably within the top charities we support.”

Andy Mellows, Director of Philanthropy & Governance, The Drapers’ Company

“We are consistently impressed by the team at Jamie’s Farm. We like their ambitious but thoughtful approach to growth, and how they look at impact. But most of all, we like how the needs of the young people they support are at the heart of everything they do.”

Greenwood Place



Making a difference together – ways to support

If you share our passion to equip more children and young people to thrive, we have lots of ways for you to get involved – whether you'd like to make a donation, fundraise through your company, take part in an event, or volunteer.

Make a donation



Make a one-off donation or set up a regular gift to help make an ongoing difference to young lives all year round. You can donate through our website, by bank transfer, cheque or CAF voucher.

All the details for how to do so can be found on our website or simply scan the QR code.

You can also double your donation and the impact you have, by donating through one of our match-funded campaigns; we participate in these during the summer and over Christmas.

Leave a gift in your will

Remembering Jamie's Farm in your will is a very special way to make a lasting difference. Help make sure we can be there for generations to come, and make a truly lasting impact, by leaving a gift or percentage of your estate in your will.

Company giving

We are eager to partner with like-minded businesses. Your support could be in the form of time, money or resources. We can help businesses achieve their objectives and boost staff engagement, with a fantastic range of events and volunteer opportunities across our farms.

"We have seen first-hand the impact that your fantastic charity has on improving the lives of so many, and we hope that we can continue to contribute to this success through our financial support, fundraising events and staff volunteering. We are privileged to work with Jamie's Farm."

Ali Floyd, Managing Director, Campbell Lutyens

Take part in an event

We have an array of exciting events throughout the year for you to participate in, such as the Bath Half Marathon, Bath Family Fun Run or even an Ultra Challenge. Or you can join us for one of our more relaxing farm Open Days!

"Jamie's Farm treats children who have not had the best start in life with respect, teaches them new life skills and provides them with a real sense of achievement. This all helps to improve their quality of life going forward and this motivates me during my cold and wet half marathon training runs! It is a pleasure and a privilege to support Jamie's Farm."

Mark Ardin, Event participant

Fundraise your way

There are so many ways to turn something you love into life-changing funds. Whether organising something exciting yourself or a fun event with your club, group or school, we can help inspire and support you – simply get in touch.



"This year the children decided to raise money for Jamie's Farm as part of The North Big Breakfast. Supporting a local charity, with a farm so close to home, and a commitment to transforming the lives of young people, was just the perfect choice. We served approximately 80 breakfasts in just over 2 hours and were absolutely delighted to raise £400."

Luisa Sadler, Event organiser

Share and follow our work



We'd love your help to raise awareness of our work amongst your friends and colleagues. Sign up to receive our newsletter or follow and share our posts on your chosen social channel to be notified and make the most of our upcoming opportunities.

Email

fundraising@jamiesfarm.org.uk

or visit

jamiesfarm.org.uk

to find out more

Our key supporters

We are extremely grateful to all our supporters and would like to give specific thanks to those who contributed particularly generously to Jamie's Farm during the 2022–23 financial year.



The Constable Educational Trust
The Crucible Foundation
The Buttinghill Foundation
The Garratt Family Trust

The Martin Smith Foundation
Montier Charitable Trust
The Roper Family Charitable Trust



Our volunteers

Volunteers are extremely valuable in all that we do, offering support in a variety of ways across our farms and collectively enabling transformative experiences for young people. This year, we benefitted from the time, skills, and passion of over 60 residential volunteers, as well as numerous other individuals who have proven invaluable in our therapeutic programme, events and the general upkeep of our farms. We would like to extend a huge thank you to you all.

Event volunteers

We have a busy calendar of events at Jamie's and our event volunteers help make these the best they can be, whether that be by face painting, cheering runners along a route or serving cake with a smile.

"Being a volunteer at Jamie's Farm is so much fun! Such a welcoming, energetic and professional team. It's great to donate my time to such a good cause."

Jennifer Orchard, event volunteer

Regular volunteers

Our regular volunteers support our farm teams to deliver our programme week on week, as well as bringing an extraordinary range of wonderful skills, such as cooking, crafting, and gardening.

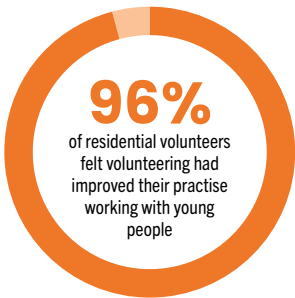


"It's really rewarding sharing my cooking skills and I enjoy how 'up for it' all the young people are, and how their excitement and energy rubs off on me. We all muck in together and the young people are really keen to share their knowledge, which precipitates some great chats about food; likes and dislikes, music, school and life!"

Alison Boyce, regular kitchen volunteer

Residential volunteers

By working alongside a visiting group for a one-off week, our residential volunteers are a fantastic addition to our farm teams. The role also offers great practice for those interested in working in the education or youth sector, by experiencing our programme methodology in depth.



"My time at Jamie's Farm was full of exceptional multidisciplinary learning opportunities. Working with the team and the visiting young people was an amazing experience and made my time on the farm absolutely brilliant."

Alex, residential volunteer as part of his placement as a medical student



Inspired to join our volunteer team?

Scan the QR to find out more about current opportunities across our farms.



Finance

Context

Our 2022–23 financial year (which ended on 28 February 2023) was the first full year of operation which wasn't heavily impacted by the pandemic. Apart from a brief COVID related period of closure at our Lewes farm at the very beginning of the year, all of our farms were full of visiting young people throughout the year. This significant increase in activity on previous years is reflected in our financial result for the year, which is very positive.

Income

Our overall income for the year was £3.8m, which was an increase from £3.1m in the previous year. Of this, 55% of our income came from charitable donations and the remaining 45% was generated from earned income, which is broadly consistent with previous years. Our income from visiting groups increased from £820k to £1.1m, which reflects the increased level of activity across our farms and a return to pre-pandemic levels. Income from our house let business generated £219k, our highest ever, and income from our farming activities brought in a further £398k. £2.1m of our income came from generous donations from our supporters, who are essential in enabling the charity to continue to operate and grow. This is a big increase from £1.6m the previous year, marking a very successful year of fundraising.

Expenditure

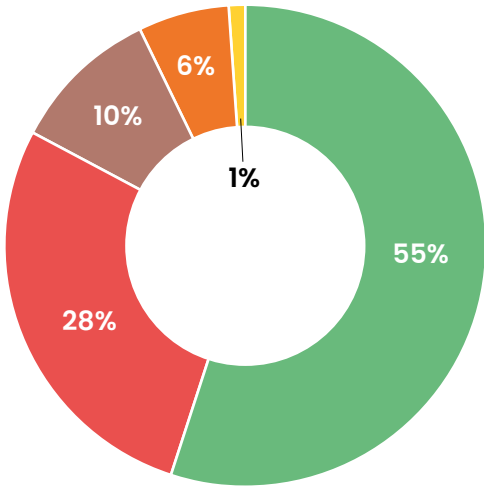
Our overall expenditure last year was £3.3m, an increase from £2.9m the previous year. This reflects the increased level of activity across the farms, but also a significant increase in our costs in some areas. As a farming-based charity, we were particularly hit by high levels of inflation, with utilities, food and animal feed costs all soaring. Despite this, tight cost control meant we were able to stay within our budgets in most cases. There was a high level of capital expenditure within the year, totaling £673k, showing a significant investment in the future of our farms. £281k of this was invested in significant investments in regenerative farming at our new Skipton Farm – funded through the Countryside Stewardship Scheme – and the remainder was invested in new machinery and infrastructure improvements across our other farms.

Investing in the future

Jamie's Farm is always looking to support more young people who need and deserve our provision. We were delighted to open a new farm in Skipton in April, where we've invested a considerable sum last financial year improving the farm environment. As well as continuing to prepare the Skipton site for residential visits, we have just acquired our sixth residential farm in Lower Shockerwick, Bath. This is only possible from the strong financial base we have developed and successful financial results in recent years. We have total charity funds of £6.6m, the vast majority of which is made up of the land and buildings we're fortunate to own. We have unrestricted reserves of £850k, which is in line with our reserves policy of £774k. This strong base provides the foundations for future growth and investment in the years to come. With the continued support of our funders and partner schools, we look forward to bringing our programme to more young people than ever before.

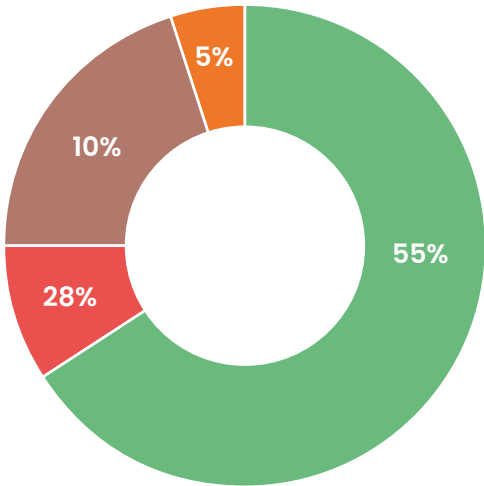


Income 2022-23



Fundraising	£2,094,745
Programme	£1,066,873
Farming	£397,703
House Lets	£219,014
Other Earned Income	£35,502
Total	£3,813,837

Expenditure 2022-23



Charitable Operations	£2,515,726
Farming Operations	£339,967
Capital Expenditure	£763,154
Finance Costs	£179,069
Total	3,797,916



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Bath (HQ)**

Hill House Farm
Ditteridge
Box
Wiltshire
SN13 8QA
01225 743608

**Jamie's Farm
Hereford**

Lower Wernddu
Rowlestone
Longtown
Herefordshire
HR2 0ED
01981 240012

**Jamie's Farm
Monmouth**

Duffields Farm
Upper Redbrook
Monmouthshire
NP25 4LU
01600 716536



HM The Queen
Patron, Jamie's Farm

**Jamie's Farm
Lewes**

Allington Farm
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BN7 3QL
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**Jamie's Farm
Skipton**

Haugh Field Farm
Coniston Cold
Skipton
North Yorkshire
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**Oasis Farm
Waterloo**

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