

Annual Review

2023-24



Welcome from our Co-CEOs

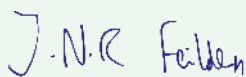
Welcome to this year's Annual Review. We are delighted to share the progress made by the organisation within a transformational year.

In many ways, in 2023–24 Jamie's Farm finally felt unshackled from the constraints of the varied and long-lasting restrictions of Covid, while motivated by the ongoing impact of the devastation caused by the pandemic on our children and their communities. This combination proved a powerful concoction to drive performance, creativity and above all, impact across the organisation.

First and foremost, our core business was outstanding. We were fully booked for residential programmes across our farms, leading to more young people benefitting from our work than ever before. But beyond our core work, Jamie's Farm is never one to stand still. This year was the first of our new strategic plan and developments were manifest across the organisation.

Most obviously, four rural farms became six with the launch of our Day Visit programme in Skipton and the purchase of a stunning new site at Lower Shockerwick, which will become a second unit in our Jamie's Farm Bath hub. This expansion in our capacity of 50% is incredibly exciting, and while a few (planning related!) hurdles in the ground have delayed the launch of our full residential programme, we feel determined to continue to meet the growing need in our target cohort of children by increasing the number of programmes we run.

We always say that we don't have a right to exist, but only exist to support our visiting children. This year, our turnover exceeded £5m for the first time. But despite this size, we want to retain the agility, commitment and personalised care of our supporters that comes with being small. We could not do any of it without you: funders; volunteers; and the members of the communities around our farms. Thank you.



Jamie Feilden
Founder and Co-CEO



Jake Curtis
Co-CEO

Key achievements

- Our house let business brought in more vital sums to our “earned income” strand. This meant our operating deficit at each farm was minimised; in fact, for the first time one farm managed to end the year in the black, providing great promise for our sustainable business model;
- We launched Cultivating Change – our online platform forming a community of our partner teachers and a way for us to share our methodology and influence the sector;
- Our Enhanced Legacy programme began, this initiative will improve the long-term support children receive after residential when our partner schools are overstretched;
- We invested in the land at our farms to improve productivity, animal welfare and biodiversity;
- The construction of two luxury eco cabins at our Monmouth farm began. When completed these will bring in vital earned income for many years to come.



About Jamie's Farm

Our vision

Children nationwide will be better equipped to thrive during their secondary school years and beyond.

Our mission

To realise our vision we aim to transform lives through our unique programme built around our core elements of Farming, Family, Therapy and Legacy. We aim to influence the way the education system works, training teachers and other professionals in multiple sectors to engage more effectively with young people, as well as informing and supporting parents and society at large to enable all young people to thrive.

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 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 as we recognise that for impact to be greatest, we have to empower and support schools in order to make changes last.

A child eligible for free school meals is **4.5 times more likely** to be excluded from school [★]

Over 1 in 5 pupils were persistently absent during the 2022–23 academic year, twice the pre-pandemic level [◆]

Almost half of children saw their social and emotional skills worsen during the pandemic (IFS) [✿]

★ DfE Exclusion Data, Spring Term 2022–23

◆ Long, R., Roberts, N. (2024), *School attendance in England*. House of Commons Library

✿ Cattan, S. et al. (2023), *How did parents' experiences in the labour market shape children's social and emotional development during the pandemic?* Institute for Fiscal Studies

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 own farm in Wiltshire and set up pens in the school playground, charging his pupils with looking after them.

He observed that it was frequently the children who struggled most 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.

By combining jobs with a real purpose, along with the essence of a supportive family framework, a powerful intervention was born.

2006

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



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.

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.



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.



2018

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



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

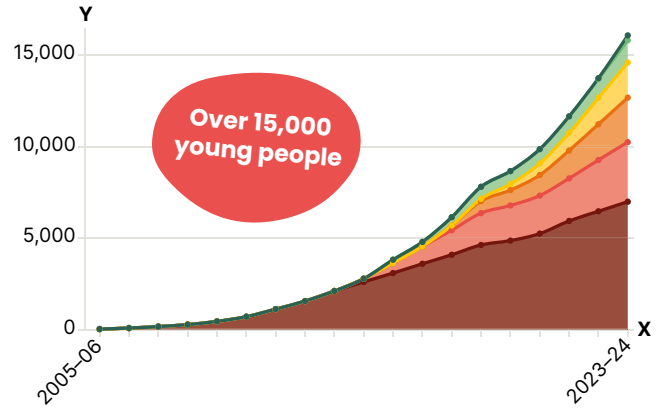


In 2009, with the support of local lenders and donors, the first Jamie's Farm was purchased in Ditteridge, near Bath.

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.

Remarkably, over 15,000 young people have now visited a Jamie's Farm.

Number of young people: cumulative total by farm



Y-axis: cumulative number of young people
X-axis: academic year

- Jamie's Farm Bath
- Jamie's Farm Hereford
- Jamie's Farm Monmouth
- Jamie's Farm Lewes
- Jamie's Farm Waterloo
- Jamie's Farm Skipton

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, residentials resume for the first time since March 2020.

668 young people supported via day visit programme.

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.

10,000 young people have visited Jamie's Farm.

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.

2024

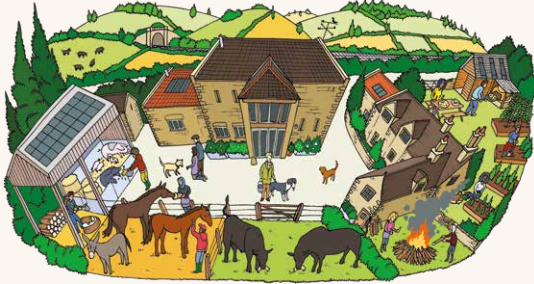
Planning permission is granted for the redevelopment of our sixth residential farm at Jamie's Farm Bath: Lower Shockerwick.

15,000 young people have visited Jamie's Farm.

Our farms



Jamie's Farm Bath



As the first permanent home of Jamie's Farm, established in 2009, this is the hub of our operations and includes our Head Quarters. Having been here for over 15 years, we enjoy fantastic relations with local farmers, organisations and members of our community.

Target areas: London and the South East England

Jamie's Farm Hereford



Our second site opened in 2015 and was the first farm to prove our model could be replicated beyond our home near Bath. 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.

Target areas: West Midlands and North West 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. This idyllic location has easy transport links to our target areas, and is also well placed between our farms in Bath and Hereford allowing a high level of collaboration to take place.

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

Jamie's Farm Lewes

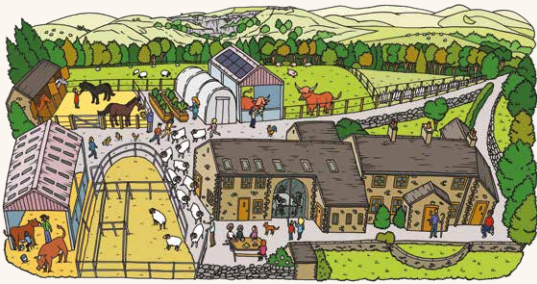


Opening a Jamie's Farm in East Sussex in 2019 provided us with a chance to extend our reach to areas in the South of England where research indicated a need for an intervention like ours. Fantastic links with local schools and organisations have developed, and a real community of support around our provision has grown.

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



Jamie's Farm Skipton



Our latest Jamie's 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.

Target areas: Yorkshire, Lancashire, the Humber, Scotland

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. 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. Here, we offer follow-up sessions to London schools who have visited our more rural farms, in addition to six-week extended programmes.

Coming soon... Jamie's Farm Bath: Lower Shockerwick

The development of our seventh farm in Lower Shockerwick, near Bath, is now underway. You can read more about this next phase of growth on page 13.

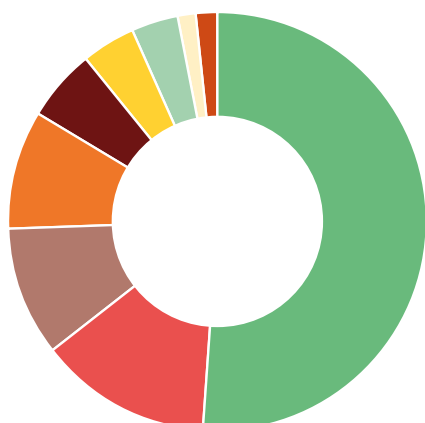


Our reach in numbers

In 2022–23 we worked with:



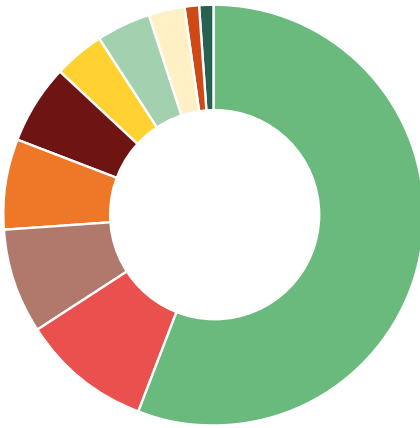
Our reach by region



Region	Number of young people
London	1156
South East	302
West Midlands	225
South West	204
North West	124
Yorkshire and the Humber	96
Wales	82
East Midlands	34
East England	32
Total	2255



Our reach by organisation type



Organisation type	Visits
Secondary Mainstream	56%
Virtual School	10%
Primary Mainstream	8%
Alternative Provision	7%
Unaccompanied Asylum Seeking Children	6%
Local Authority Group	4%
Special School	4%
Charity	3%
College	1%
Other	1%



Our reach by location

This map highlights organisations that we have worked with in the last five years, and our six farms across England and Wales. The corresponding colours indicate the farm each organisation has visited most regularly, though some may have visited more than one farm.

Key:

- Location of an individual school/organisation and the farm they visited most frequently indicated by colour.
- Cluster of multiple schools/organisations and which farm they visited most frequently indicated by colour.



How we farm



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

We have Lleyn 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 have begun implementing deferred grazing and bale grazing to extend our cattle's grazing season through the winter months. This approach has yielded economic and environmental benefits by minimising our reliance on machinery. Additionally, we're delighted to observe improved cattle health and ease of calving while they're out on pastures. 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 our soils 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 detailed on this page.

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

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 grass' high protein content. 250 acres has been planted so far.



Rotational grazing

This briefer, but more intense, grazing regime sees livestock moved onto new pasture every few days. This enhances soil health, increases biodiversity, and improves pasture productivity by promoting even grazing, natural fertilisation, and extended plant recovery periods. We are now rotationally 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 metres of hedging plants have been established so far.



We've taken a deeper look at our soil health, checking everything from soil and plant mineral levels, to microbial diversity, along with visual inspections. Moving forward, we're committed to ongoing monitoring to ensure we're nurturing biological life and diversity within our soils.

Genetics

Our Aberdeen Angus cattle, known for their calm temperament, are well-suited to our rotational grazing system. They excel in a forage-based system and mature relatively early, allowing for more efficient meat production from pastures. Renowned for their high-quality, marbled beef, Aberdeen Angus cattle provide a product highly valued by our loyal customers.



Our Lleyn ewes have strong maternal instincts, a high reproductive rate, and excellent lambing ease, which collectively result in high flock productivity without intensive management. These sheep are also efficient foragers, thriving on diverse pastures without requiring supplemental feeding.



Skipton and Lower Shockerwick

Skipton

The launch of Jamie's Farm, Skipton, in April 2023 has been one of the biggest highlights of the year. When we recognised that planning issues would delay the development of the accommodation for our residential work, we pivoted our residential model to our Day Visit Programme.

This six-week therapeutic programme – where a group of children come for one day a week for a whole half-term – was initially developed at our city farm in Waterloo.

Gradually building up the number of programmes we ran, together with the size of the staff team supporting them, has ensured that other important development work of the site could proceed effectively.

This has included a transformative level of investment in our regenerative agricultural infrastructure, including 4.3 miles of new hedgerows and 75 acres of herbal leys. As a result, the productivity and biodiversity of the farm have vastly improved – leading to excellent performance of our livestock and the return of breeds of wildlife that haven't been seen for a generation.

By the end of the 2022–23 academic year, 40 children had benefitted from this work. These young people came from some of our best partners in the region who had previously attended residentials at other farms – especially those within the Co-op Multi-Academy Trust. At the end of their programme, 65% of children showed a significant improvement in their self-reported wellbeing.

Come September 2023, the site was booked four days every week; at the time of writing, over 200 children have already undertaken this therapeutic experience in the 2023–24 academic year, and we look forward to reporting on the long-term impact of the programme next year.

“M accessed our remove facility 7 times in the 6 weeks prior to Jamie's Farm and did not access it at all during the programme. He has expressed an interest in going into farming later on in life and I have organised a careers interview for him so he can look into next steps for accessing an apprenticeship in this area – a real win!”

Assistant Principal, Co-op Academy Walkden



Lower Shockerwick

In 2023, with some generous support and an enterprising funding model, we successfully raised the funds required to purchase Lower Shockerwick Farm. Ideally placed to test out our hub model of running two neighbouring farms that could share staff and resources, we are delighted to report that in August of the same year, we took on its ownership.

It is a stunning environment. Nestled within the trees and parkland of the Shockerwick estate, the house and gardens are full of the intricate beauty and peaceful cubby holes that will inspire and nourish visiting children. Our plans for its

development – which at the time of writing have just been passed – seek to make the most of remarkable historic features, including culverts, historic ponds and ancient washhouses and ovens. As ever, we are delighted as a staff team that this kind of space will be enjoyed and appreciated by young people who may never have otherwise had the chance to live and work in such a space.

Given the extent of the building work we are undertaking, it is unlikely the site will be ready for residential before Summer 2025. However, with Jamie's Farm, Bath, just up the road, we can't wait to take some of the children visiting here to see the transformation in progress.

Jake and Jamie get the keys



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

Jamie's Farm rears cattle, sheep, pigs and chickens. Horses, dogs and cats are also a part of farm life. Such interaction encourages nurture, confidence, a sense of responsibility and achievement. They begin to see the value of hard work, and gain a huge amount from tackling challenging jobs in an alien 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 garden, which is a valuable contribution to meal preparation.

Frequently we prepare, cook and eat meals in our beautiful outdoor kitchen. This really allows young people to get a sense of 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 share. Everyone contributes to the functions of the family household, and adults and young people enjoy each other's company each evening in fun, structured activities. This builds positive adult relationships which can have a powerful impact on their return home.

Cooking

Children also contribute by preparing meals with our trained chefs. Much of our food is home grown or locally sourced. The adults and children always eat together around the table, and everyone helps to clean up afterwards: the message of looking after others before yourself is central to what we do.



Daily walk

A daily walk provides children with exercise and a sense of adventure as they discover the countryside. Children feel rewarded and exceed their expectations of themselves, and it allows them to enjoy a sense of freedom, expand horizons, and enjoy each other's company.



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 every meal to hear the successes and challenges from all members of the group. According to the needs of the groups, children can set goals, and give and receive feedback, within the structured, nurturing environment constructed by our experienced staff.

One-to-ones

Jamie's Farm has a high staff to student 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.

Therapeutic work with horses

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 form leadership roles and vocalise their own difficulties of dealing with power and control. This work is regularly seen by pupils as the most valuable experience of the week, as they are supported to see the manner in which their attitude and outlook can have an effect on people and animals alike.

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 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 by our staff as well as ideas on how to implement elements of our programme in other environments.

During the residential: Legacy meeting

Our Legacy Champion meets with visiting staff and the Jamie's Farm Therapeutic Coordinator, 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, recognising each young person's successes. For the young person, it gives a profound boost to self-esteem to come back to a head teacher and parents/carers who have already heard how well they got on. Visiting teachers are also given slides to share in all staff briefings, 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

Each young person receives 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. For many young people this is a real boost after the difficulties of reintegrating back into school and life have been realised.

Six weeks on: Celebration meeting

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. 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. A visit in school to one group often involves checking in with our ever-increasing alumni from previous visits too.

Enhanced Legacy Initiative

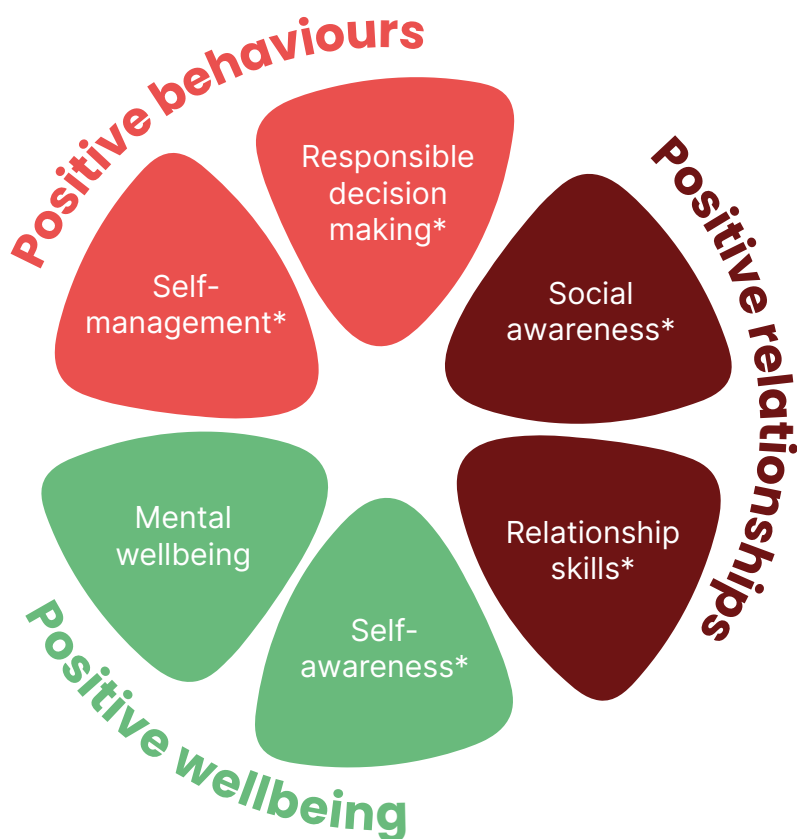
During the year we were delighted to launch an Enhanced Legacy Initiative (ELI) with funding from John Lyon's Charity. This exciting three year project, working with selected partners from Ealing, will explore how providing extra support to young people back in this London borough, after their Farm visit, can improve the impact of their time with us. This includes one-to-one meetings to help signpost and support our young visitors in engaging with interests or initiatives to help realise their potential. During the project's first year, we've worked with Northolt High and Brentside High School.

How we create change

Our programme is dedicated to fostering stronger social-emotional skills and promoting mental wellbeing among young people. For those experiencing challenge in their home or school life, social-emotional skills provide invaluable tools for navigating these environments effectively, whilst improved mental wellbeing equips young people with a resilient mindset, empowering them to apply

these skills in diverse situations. We assess our impact across three outcome strands that integrate mental wellbeing with the well-established CASEL framework of social-emotional learning, which includes self-management, responsible decision-making, relationship skills, social-awareness and self-awareness.

We support young people to develop:



This results in:

Mature, focused and adaptable behaviours

Strong, supportive relationships

A hopeful and resilient state of mind

To measure these outcomes, we learn from:

Young people

Visiting staff

School data

* These 5 outcomes are drawn from the [CASEL framework of social and emotional learning \(SEL\)](#).



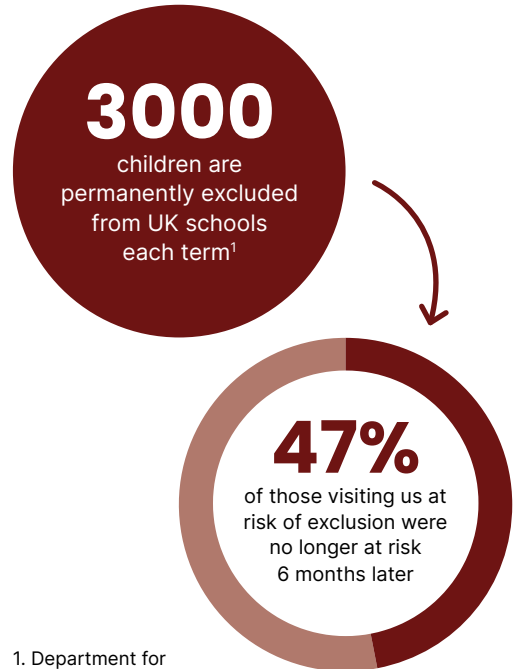
Behaviours

'Behaviours' refers to the social-emotional competencies of self-management and responsible decision-making, which are essential for navigating personal and social challenges within school and home life. **Self-management** involves effectively managing emotions, thoughts, and behaviours to achieve goals, such as managing stress and showing initiative. **Responsible decision-making** involves making thoughtful and constructive behavioural choices and anticipating the consequences of one's actions.

We see meaningful, statistically significant improvement in multiple measures of self-management and responsible decision-making.

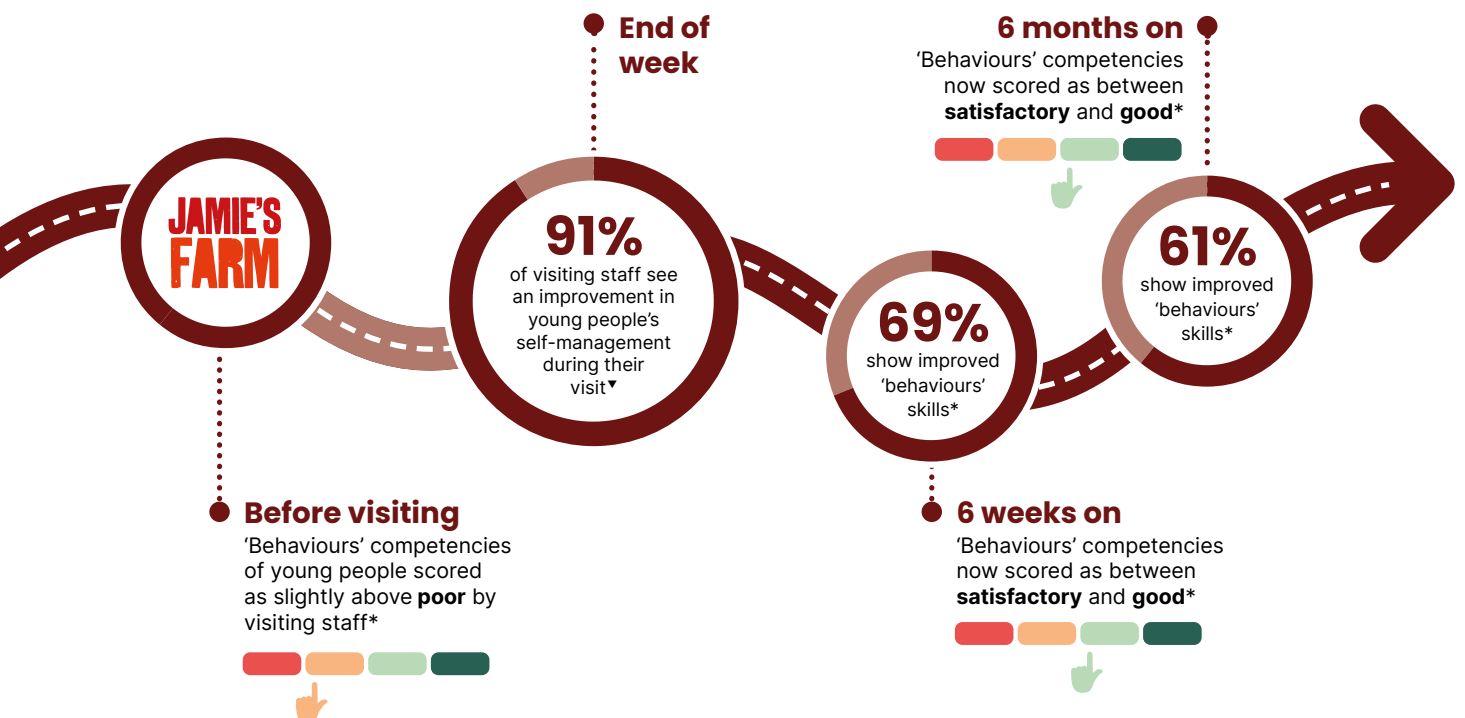
"I've learned that you can use your strength and your power and control it in a way which can benefit you. Instead of getting angry and making a mess out of the situation, I can control the situation by myself or try and get a teacher to help me do that."

Visiting Young Person, Chelsea Academy



1. Department for Education, National Statistics (2024)

36% of people were referred to support development in this area. Here is their journey:



All reported changes from before to after in score/survey results are statistically significant.

* Visiting staff (e.g. teacher), rating from very poor to very good (averaged). [▼] Visiting staff, end of week survey (averaged).

Callum's Story

"I really enjoyed Jamie's Farm from start to finish. I was excited to go to sleep because I knew something fun would be awaiting me the next day."

Before attending Jamie's Farm, Callum* was constantly in trouble at school, arguing with teachers and disturbing the learning in almost every lesson. His attendance was concerning – hovering around 89%.

When Callum arrived at Jamie's Farm, he struggled receiving praise, but as the week progressed he began to adopt a positive mindset and threw himself into the experience.

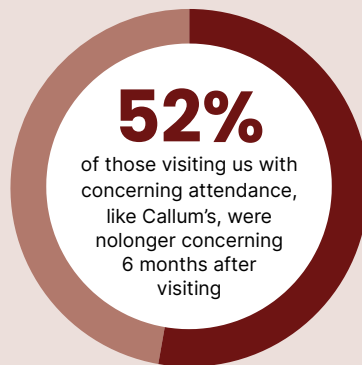
Callum was recognised for his hard work and focus, taking on unseen jobs around the farm and showing initiative. He demonstrated great emotional maturity and insightfulness, especially in understanding the needs of others.

As his confidence grew, he began to speak to adults and open up. He was able to give 'shout outs' to other young people eloquently, having previously struggled with the idea of giving and receiving praise. By the end of the week, Callum had a greater sense of his own abilities.

"There's always something you can take from an experience. One was trust, another is self-discipline. [I learned] to help others without being asked to, and to think before I speak – which I really thank the staff for."

"[After] Jamie's Farm, people were having conversations with him in the corridor, praising him for his achievements. Staff can now have genuine conversations with him. His attendance has just gone through the roof and he's now more positive about school and achieving much better in lessons – a real success story."

Deputy Head, Bishop of Hereford's Bluecoat School



* Name has been changed.

Relationships

'Relationships' refers to the social-emotional competencies of social awareness and relationship skills, which enable positive, healthy and supportive relationships with peers and adults. **Social awareness** includes the abilities to recognise strengths in others, express gratitude, empathise (including with those from diverse backgrounds) and show concern for others' feelings. **Relationship skills** captures the ability to establish and maintain healthy relationships through effective communication, seeking/offering support, collaboration, constructive conflict resolution, and resisting negative social pressures.

We see **meaningful, statistically significant improvement** in multiple measures of social awareness and relationship skills.

"Normally I don't really open up to people. But with the people [here], I feel like I can open up to anyone. They're good people, they're good listeners, really kind. Always here for you."

Visiting Young Person, Greater Brighton MET College

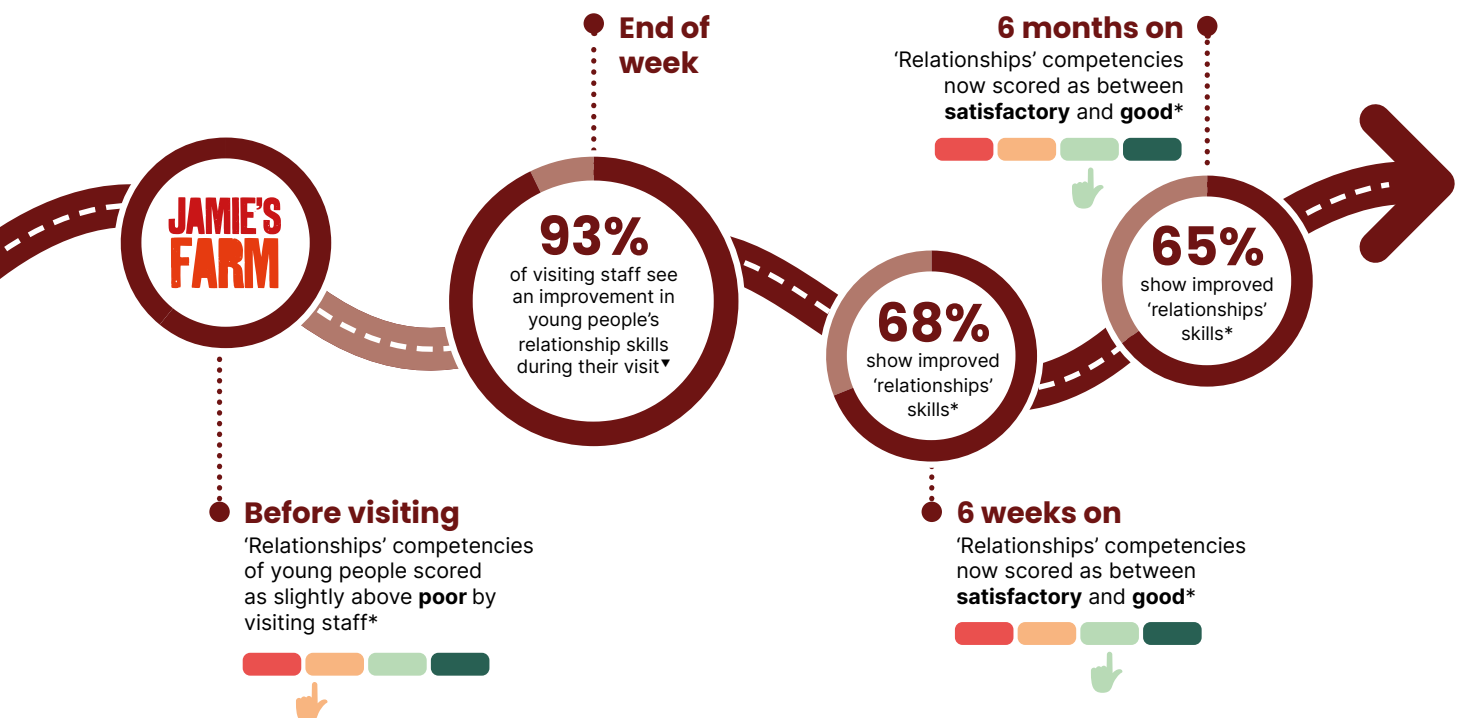
Positive teacher-student relationships are associated with better school engagement¹

Over **40%** of school suspensions involve abuse, bullying or physical assault²

1. Quin, D. (2017) Review of Educational Research, 87(2), 345-387

2. Department for Education, National Statistics (2024)

24% of people were referred to support development in this area. Here is their journey:



All reported changes from before to after in score/survey results are statistically significant.

* Visiting staff (e.g. teacher), rating from very poor to very good (averaged). [▼] Visiting staff, end of week survey (averaged).

Fatima's Story

“To me, the farm trip was everything. Not only have I made connections with people who I never thought I could get along with, but I also found peace in both the animals and nature. It felt like a place where I could find happiness, it felt like I was home.”

At school, Fatima* was very shy, reserved and frequently overlooked. Following a safeguarding incident, Fatima was receiving victim support but often felt overwhelmed and anxious. Despite doing well academically, the school felt concerned about her.

It took Fatima a few days to settle in at Jamie's Farm, but once she did, her progress was amazing. She went from being very nervous about speaking to the group, to singing at the campfire in front of everyone!

“The way I put myself out there was what I call a life-changing moment for me, a memory I shall not forget. Because I had gave it my all, my courage to perform in places I would not imagine performing in, people I would not imagine performing in front of, but I am glad to say that I am proud of myself because at that moment, I felt fully confident in myself. And bringing that confidence back to school is something I am very content about.”

Back at school, Fatima is always smiling and is a lot more open with her struggles. The school tells us the trip played a massive role in allowing her to feel comfortable in her own skin and understand her self-worth. She was very used to putting herself last, but through this experience has learnt the importance of prioritising herself.

“The farm trip made me see I am worth more than just a human, I discovered that I am strong, brave, gentle with animals and interesting. Being on that farm trip made me seem like a different person when really it was just me finding traits, I never thought I had, and to that I say thank you!”

Fatima, 15, St George's Catholic School



* Name has been changed.

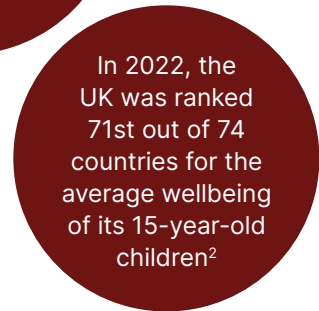
Wellbeing

'Wellbeing' refers to mental wellbeing and the social-emotional competency of self-awareness. **Mental wellbeing** captures the ability to think clearly and independently whilst feeling optimistic about the future, relaxed, useful and close to other people. **Self-awareness** includes understanding one's own emotions, thoughts and values, recognising one's strengths and weaknesses with a growth mindset, and having a sense of purpose and integrity.

We see **meaningful, statistically significant improvement** in multiple measures of self-awareness and mental wellbeing.

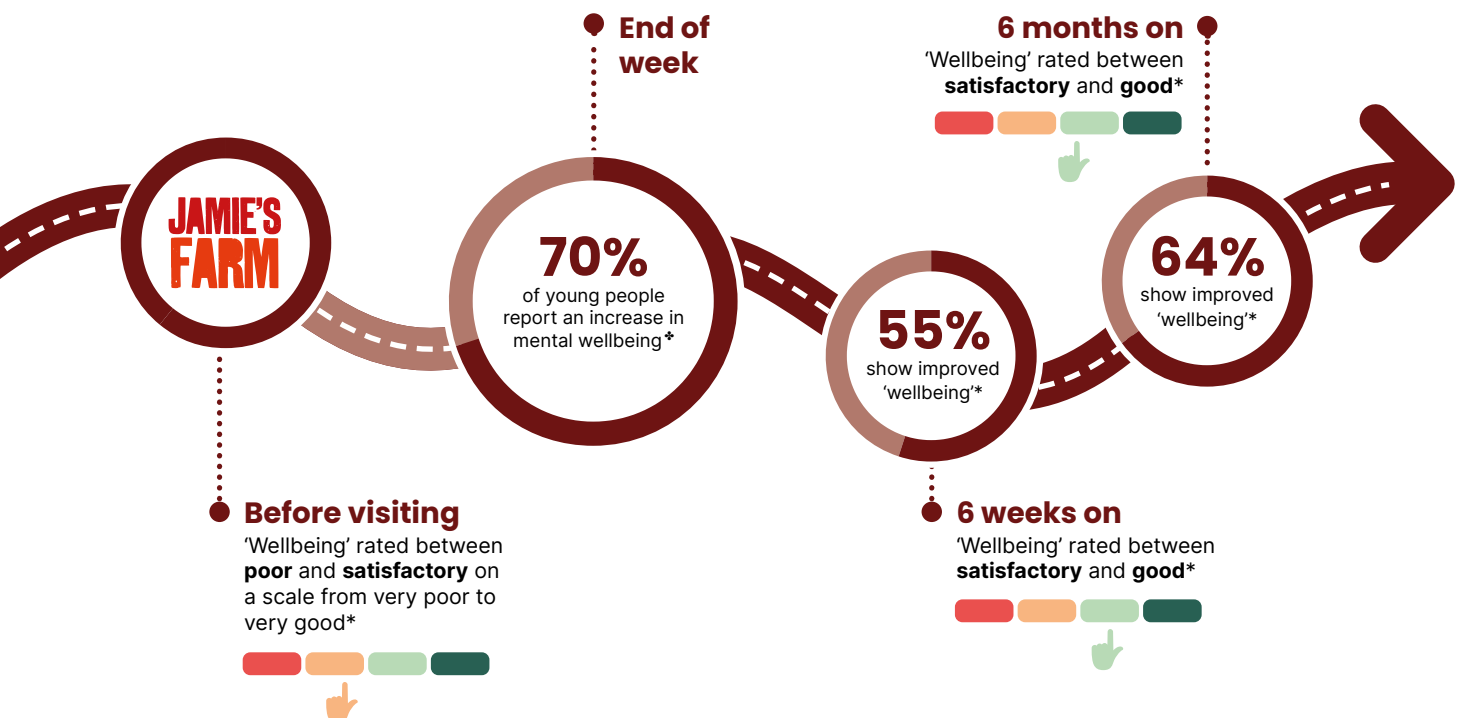
"I've learned to be me and not to be someone else. It's important because I've hidden under like this mask, when I could just be myself."

Visiting Young Person, The Archbishop Lanfranc Academy



1. NHS Digital (2023) Mental Health of Children and Young People in England
2. Organisation for Economic Development (2022)

39% of people were referred to support development in this area. Here is their journey:



All reported changes from before to after in score/survey results are statistically significant.

* Visiting staff (e.g. teacher), rating from very poor to very good (averaged). *Young people, Short-Warwick Edinburgh Mental Wellbeing Survey (averaged).

Partner case study: LOOK

LOOK, a leading UK mentoring organisation for visually impaired (VI) young people have partnered with Jamie's Farm since a transformative pilot program in the summer of 2022. A group of 13 to 17-year-old VI young people came to the Hereford farm for a week, accompanied by LOOK team members and LOOK mentors, themselves visually impaired adults. These volunteer mentors acted as role models for the young people demonstrating how to navigate challenges and embrace new experiences.

Often, VI young people face limitations due to concerns about safety and potential consequences. The programme prioritised creating a safe and supportive environment, and unlike their usual routines, these young people were encouraged to step outside their comfort zones and test their capabilities surrounded by people they could relate to and learn from.

Each young person set personal goals for the week with the vast majority wanting to increase their self-esteem and several also wanting to improve their communication/self-advocacy skills and develop their independence. The Mentors, alongside the LOOK Team and Jamie's Farm staff, were crucial in demonstrating and encouraging them to develop those key self-advocacy and self-acceptance skills. Social opportunities, bonding and making friends saw the young people given the time to really flourish and learn new skills from one another. This not only boosted the confidence and self-esteem of the young people but also their mentors, by giving them a sense of purpose and value.

One young person stated: "After coming to Jamie's Farm with LOOK, I feel confident that I can do things independently and also in groups." Another shared, "Being respected, talked to, and feeling like a valued member of the community increased my positivity: I could let go of my worries and commit to everything with so much enthusiasm."

The five-day experience at Jamie's Farm proved to be transformative for both the VI young people and their mentors. The program's success underscored the importance of offering VI young people opportunities to embrace challenges in a supportive environment. The freedom to explore, coupled with encouragement and acceptance, fostered a sense of empowerment and a brighter outlook on the future.

"We at LOOK love working with Jamie's Farm because the ethos is so naturally and authentically inclusive. Young people with visual impairments (VI) are so rarely given the chance to test out their own capabilities in a truly supported environment. Being at Jamie's Farm offers that opportunity for VI young people to test their own limits in an encouraging, supported setting without judgement or pre-conceptions."

Elin Williams, Mentor Development Coordinator, LOOK UK

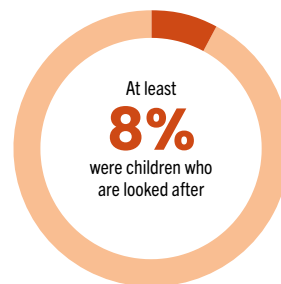
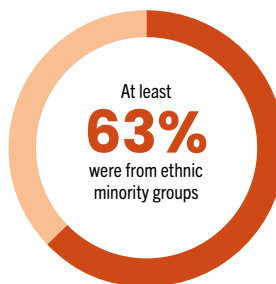
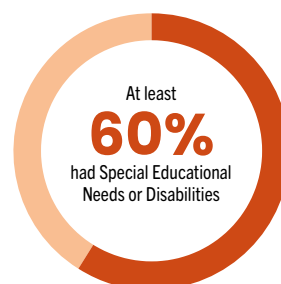
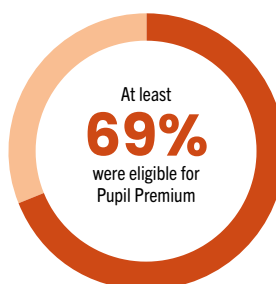


Oasis Farm Waterloo

Located in the heart of central London, our farm provided an escape in the city to 309 young people during the 2022–23 academic year. Through our six-week programme, we worked with 133 young people from the boroughs of Barking and Dagenham, Croydon, Ealing, Hammersmith and Fulham, Haringey, Southwark and Westminster.

The farm also works particularly closely with the two local Oasis academies; Oasis Johanna (primary) and Southbank (secondary and sixth-form). In 2022–23 we ran a summer transition programme for all Year 6 pupils at Oasis Johanna preparing for the move to secondary school, alongside an enrichment programme for targeted students at Oasis Southbank. We also hosted young people from Evelina London Children's Hospital, who used the farm over the winter months for craft sessions with children in their care.

Of those who visited for our six-week programme:



62% of young people were referred for improved wellbeing, and 27% for improved behaviour. 11% were referred for improved attainment or attendance.

“The most incredible opportunity for young people – I wish all young people were lucky enough to build their confidence, self-esteem and wellbeing through nature, cooking, creativity and outdoors.”

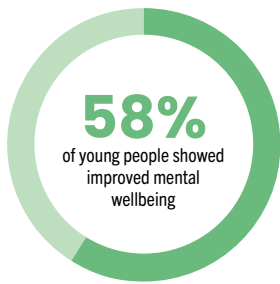
Link Worker, AllChild

“The students absolutely loved their time at the farm. I really like how the grouping and activities are tailored to the specific students and what they enjoy and need to develop.”

SENCo, Archbishop Tenison's CofE High School



At the end of the six-week programme:



“Raheem* has really engaged with the visits, and his behaviour/conduct has gone through a massive change.”

Head of Year, Southbank University Academy

“One pupil who had an outcome goal of ‘improved wellbeing’ began her time on the farm quite closed off and reserved from trying new things. As the only pupil in her year group in the sessions, interacting with older peers was a big challenge.

Over the course of her time at the farm, this young person took ownership of all of the different tasks set. She built positive working relationships with her peers when taking part in team work and also built trusted relationships with new adults on the farm.

By the end of the programme, in group reflections, this young person was able to reflect openly and honestly about how she was feeling and verbalise why. She felt comfortable in the space to do this without making jokes or brushing off questions asked to her.”

Visiting Staff Member

* Name has been changed

Financial Sustainability

Oasis Farm Waterloo uses its Events space to generate the majority of its charitable income, hiring out the farm for weddings, parties, corporate functions and the like to support our range of schools’ and community work. Once again 2022–23 was a record-breaking year of Events’ income for the farm, with nearly £100,000 brought in through this route. This entrepreneurship also enables a wide range of people and organisations to enjoy the space at times when it isn’t being used by visiting schools.

Volunteering and Community Access

Volunteering is a key part of life at Oasis Farm Waterloo. Over 50 regular volunteers supported our work with schools, animal care and farm maintenance throughout the year. We also hosted over 20 volunteer days on the farm, split between community days and corporate volunteer groups. We continued to expand free access to the farm at weekends and school holidays – with community events including a Spring Dig, Harvest Festival and Christmas Fayre attracting over 1,000 visitors.



Working in partnership

The Jamie's Farm intervention is a catalyst for change; we recognise that for the most significant and sustained impact to be achieved, we need to work with and through our schools and teachers, in partnership with them. Visiting staff benefit greatly from a Jamie's Farm programme, which can provide a chance to build relationships with young people in a new way and reflect on different approaches for working alongside them. Given the pressures existing within schools, we are currently thinking hard how to integrate into our therapeutic programme the content and research within our Cultivating Change platform, and foster a deeper level of collaboration with our vital partner organisations.

“The approach that Jamie's Farm take when addressing the wellbeing of young people is brilliant. Whether it be check-ins, 1 to 1s, encouraging students to communicate their feelings, encouraging students to listen or addressing negative behaviour, Jamie's Farm gets it so right in their approach. Of my 8 years working in education this has truly been the most transformational and beneficial experience for young people I have seen.”

Head of Year, Nottingham University of Science and Technology

“It has given me the chance to build more meaningful relationships with young people than I have had the opportunity to do for a long time, and this will help keep me grounded and child focussed in my work.”

Team Manager, Dorset Virtual School



Long-term support

Ambassadors

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 runs over the course of a year with a small group of young people from across England and Wales, who have all previously taken part in our residential programme and demonstrated exceptional commitment and leadership skills.

Last year we concluded our final group of Ambassadors, with 12 amazing young people. Over the course of twelve months the group met 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 our Farms and meet the staff they initially worked with.

The group provided us with constructive feedback on how to adapt and improve our work with young people, and we provided them with an opportunity to further develop the skills and outcomes they were initially referred for and deepen their engagement with Jamie's Farm. The year ended with them helping to run our Hereford Open Day, talking on stage to the public about their experiences.

"The adrenaline rush from being on my toes all throughout the open day was phenomenal and openly speaking to members of the public about how fantastic the farm is and how much of a difference it can really make to someone."

Ambassador

"Jamie's Farm have used feedback I contributed to help make changes in the organisation. I contributed about how the farm should extend its work and investment into other schools in the area to help shape young minds like ours."

Ambassador

"James* has become more confident more ambitious, he has been at his happiest time whilst being involved in this programme with meeting new people and facing different life skills."

Parent of Ambassador

* Name has been changed.

100%

said they benefitted from the Ambassador Programme

100%

would recommend being an Ambassador to other young people

100%

said their confidence, self-awareness and resilience was better or much better than before



Apprenticeships Programme

We are proud to have employed six Jamie's Farm apprentices to date – all young people who have taken part in our therapeutic programme or have similar lived experiences. 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 our young people – an invaluable asset. We are excited to see this programme develop and continue, with aspirations to have an apprentice at every Jamie's Farm site.

Looking ahead, we are reshaping our apprenticeships programme to ensure it becomes a pipeline to making farming a career option for all young people, not just for those who have experienced the Jamie's Farm programme.

Youth Champions

We know from our previous Ambassador programme that being guided by young people and ensuring that their voices are represented meaningfully at all levels of the organisation, is crucial in understanding and maximising our impact.

Over the next year, our Youth Champions will feed into the development of Jamie's Farm and advocate more widely for the changes needed for all young people to thrive.

Who are the Youth Champions?

The Youth Champions are a collective of 14 young people aged 16–24, passionate about their experience of the Jamie's Farm programme and about creating the changes needed to support other young people, both at Jamie's Farm and beyond. The group have a wide range of lived experiences and come from varied backgrounds.

What will they be doing?

- Taking part in regular online meetings, and completing two residential weekends at Jamie's Farm sites;
- Feeding into and leading on a range of strategic projects at Jamie's Farm, including our Diversity, Equity and Inclusion and Communications policies;
- Influencing change in the education sector through our Cultivating Change workshops, webinars and online platform for teachers;
- Presenting their work at Trustee meetings.



Cultivating Change

In order for Jamie's Farm to achieve its mission of enabling young people to thrive, we recognise we must also cultivate positive change in the systems around them by supporting schools and their staff. In light of this and the particular challenges

currently faced by schools, we have further developed our offer of support for school leaders and teachers, to ensure they feel better equipped to meet the most pressing issues. This work has focused on 3 key areas:

Community

Creating spaces for teachers and others working with young people to share best practice to combat the most pressing issues they face in school, including challenging behaviour and attendance, through regular online workshops and webinars.

“Fabulous workshop, a real balance between theory and practical strategies.”
Decoding Behaviour workshop attendee

Resources

Sharing tools and resources based on relational practice and to aid understanding of the drivers behind behaviour, including 'Decoding Behaviour' continued professional development (CPD) guides and video content accessed via the Cultivating Change platform and Instagram account.



← View our guide to
'Decoding Behaviour'

Development

Supporting teacher development through bespoke CPD sessions and training for schools, multi-academy trusts (MATs) and at national education conferences. Early Career Teacher (ECT) placements have been designed in collaboration with teacher training providers and Universities, so that early career teachers entering the profession are better equipped to embed relational practice and understand the key drivers of challenging behaviour.

“I've been hugely impacted by the intentionality of the Jamie's Farm team with the children – specific encouragement, patience, and the importance of having fun in the classroom. Knowing that their behaviour is a form of communication, I feel more confident to work with them to explore what they're wanting to communicate.”
Trainee teacher, University of Bristol



Empowering change with your support



As we continue to grow, and so therefore do our fundraising targets, we are delighted by the level of support we keep receiving.

We gain funding from a variety of income streams to ensure we are as resilient as possible. Many of our supporters are also responding to our request for multi-year, unrestricted commitments, to help us plan with confidence.

Once again, trusts and foundations provided the bulk of our income, alongside many individuals who supported us with generous gifts. We raised the most ever from corporates and are very grateful for the contributions of financial support, gifts in kind, and employee volunteering that came with these partnerships. A growing number of individuals also supported us by leaving a gift in their will, donating monthly, or fundraising in their community.

We were delighted to exceed the £100,000 targets in our two matched funding appeals, Champions for Children and the Big Give Christmas Challenge.

Several events throughout the year also bolstered our income. These included Plumpton Race Day, Action Challenges, the Bath Half Marathon and CHX Challenges. We look forward to engaging even more people in our growing events programme in the year ahead.

Our sincere thanks and gratitude go to all those who supported our fundraising activity, in whatever capacity, throughout the year.

“The Bernard Sunley Foundation believes in the value of young people being active, trying new things and feeling appreciated. Jamie’s Farm achieves this and makes a real difference in the lives of those young people that need it the most.”

Anabel Knight, Chairman, Bernard Sunley Foundation

Make a difference – how you can help

If you share our passion to equip more children and young people to thrive, we have lots of ways for you to get involved.

Make a donation



Make a 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 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 companies. Your support could be in the form of funds, time or resources. We can help businesses achieve their objectives and boost staff engagement, with engaging farm updates and a fantastic range of events and volunteer opportunities across our farms.

"We know the power of good food and growing-your-own; Jamie's Farm proves it. This partnership combines our love of homegrown and supporting the local community. Jamie's Farm are changing lives just half an hour away from us and we are thrilled that our partnership can help to empower young people and cultivate positive change."

Tom Ross, CEO, The Pig Hotel

Fundraise your way

There are so many ways to turn something you love into life-changing funds.

Whether organising something exciting for yourself or a fun event with your club, group or school, we can help inspire and support you – simply get in touch.



Klaire turned her passion for hula hooping into life-changing revolutions.

"102 hours of hula-hooping might sound like total madness but this challenge gave me precious time with my daughters whilst focusing on something truly uplifting. By seeing the potential in every young person, Jamie's Farm are setting my four children a fantastic example! It is always our pleasure to don our green t-shirts to help."

Klaire Alexander, Fundraiser



Take part in an event

Our events calendar is bursting with exciting events and challenges, offering great ways to join the team and have fun, whilst raising vital funds and awareness. With long-distance walks and runs across the UK, skydives, overseas challenges, and days out on our farm Open Days, there's something for everyone.

"Deciding to raise money for a fantastic charity like Jamie's Farm was an extra achievement when I did complete it, knowing I had not only jumped out of a plane but also raised money that will make a difference."

Saskia Jones, Skydiver

Share and follow our work



We'd love your help to raise awareness of our work amongst your friends, family and colleagues. Sign up to receive our newsletter or follow and share our posts on your chosen social channels to hear about upcoming opportunities.

Email

fundraising@jamiesfarm.org.uk

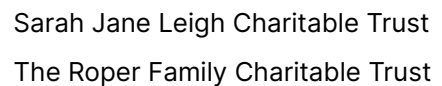
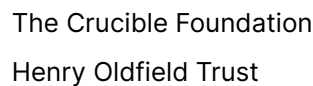
or visit

jamiesfarm.org.uk

to get involved

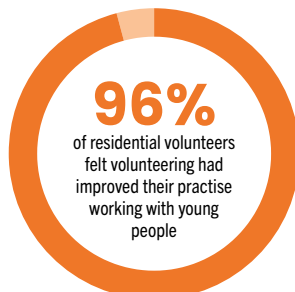
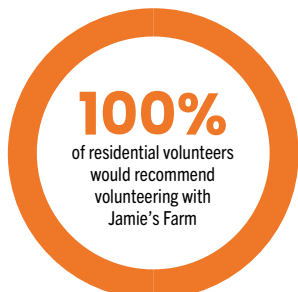
Our key supporters

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 2023–24 financial year.



Volunteers mucking in, from our corporate partner, Hanson.

Our volunteers



Each of our farms are supported by a wonderful group of volunteers. They offer an enormous amount of support and are an invaluable part of our team, bringing knowledge, experience and warmth to each week. We would very much like to thank each and every one of them. There are a variety of ways in which volunteers work with us:

Event volunteers

At Jamie's Farm we love events, and our amazing network of Event Volunteers are vital to their success. This year we have benefitted hugely from their help in a range of ways, such as face painting at Open Days, cheering runners around the Bath Half Marathon course or serving cake with a smile at Chalfield Plant Fair.

“As well as being fun and sociable, it's great to be able to support such a good cause, particularly when it is on the doorstep. Being a volunteer means that you also get to meet the Ambassadors and I have been incredibly moved by their stories. Meeting these young people and seeing the change in them is what drives me to do more.”

Gaynor Kebbell, Event volunteer



Regular volunteers

Our regular volunteers join us each week and take on a variety of roles at each of our farms, from gardening to cooking, craft to horse work. They offer support either with the delivery of specific sessions alongside the visiting groups or working behind the scenes or around the sites to keep everything running and looking at its best.

“With the gift of time, it is wonderful to work with the staff or alongside the young people at Jamie's Farm. It is so rewarding sharing experiences with them, be it in the kitchen or garden, and seeing their pride and confidence rise, especially when they create and serve delicious lunches!”

Hilary, Regular volunteer

Residential volunteers

Staying on site and working alongside the Jamie's Farm Team, Residential volunteers are involved in the full week on the farm, from Monday through to Friday. Residential volunteers experience a variety of the activities available throughout the week and are a wonderful part of our team. We also welcome Residential volunteers looking to experience our programme methodology in addition to the work they already do within the education or youth sectors.

“My time at Jamie's Farm was wonderful – not only enjoyable, but valuable to be a part of the farm's ethos and approaches to engaging vulnerable children. It was genuinely a powerful experience to see the difference in the frame of minds of these young adults over such a short period of time. I would recommend volunteering at Jamie's Farm to anyone working with children, or even vulnerable adults.”

Jo, Residential volunteer



Inspired to join our volunteer team?

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

Finance

Our 2023–24 financial year was defined by growth. Notably, our new Skipton Farm opened its doors in April, increasing programme income and expenditure, whilst the most significant event of the year was the purchase of Lower Shockerwick Farm in August for £5m. This meant a significant increase in assets on our balance sheet, but also an increase in debt. Inflation continued to bite throughout the year, pushing up our operating costs across the board. However, despite these significant events, we ended the year in a very positive position.

Income

Our income for the year was £5.1m, a significant increase of £1.3m from the previous year, principally driven by a successful fundraising campaign for the development of Lower Shockerwick farm. While this money was raised in 2023–24, it will be spent over the coming years as building works get underway at the farm, resulting in an end of year surplus this year.

Overall fundraised income was £3.1m, an increase from £2.1m the previous year. Income from school visits continued to grow to £1.2m, up £200k from the previous year, thanks to being completely full across all of our farms and the addition of the Skipton Farm. Income from house lets continued to grow, up by £48k to £267k, as we continue to develop our portfolio of properties.

Expenditure

Our overall expenditure grew by 7% to just over £4m. We saw a £400k increase in the cost of charitable operations, caused by working with the highest number of young people ever, inflation continuing to push up our costs across the board and high interest rates.

We spent £441k on capital expenditure, including starting to develop Shockerwick, constructing two luxury cabins at Monmouth, further development at Skipton and investing in our regenerative farming practices.

Ensuring long-term sustainability

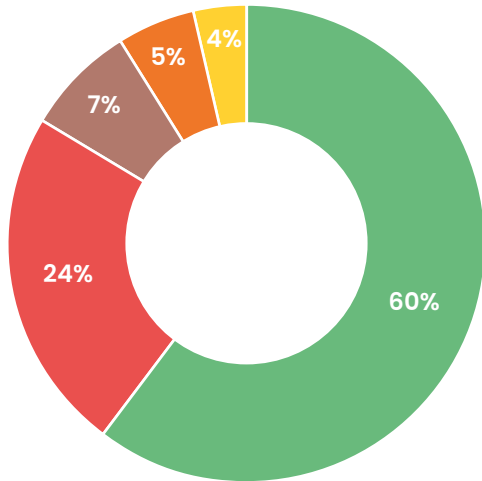
We have long been on a quest to ensure the long-term financial sustainability of the charity by diversifying our income streams. Central to this is moving our individual farms as close as possible to break even. This helps ensure our valuable fundraised income can be used on exciting projects, such as developing new farms, and is not overly relied upon to cover day to day costs.

We are very proud to say that, for the first time ever, our Monmouth Farm surpassed break even and ended the year with a small surplus. To help replicate this result across our farms, we have chosen to increase investment in our house lets business which has become a mainstay of our income, increasing from just £28k in 2015/16 to £267k last year.

Next year we're making a significant investment in two luxury 'Farmers' Cabins', designed by our long-standing trustee and architect, Roderick James. With thanks to funding from the Sarah Jane Leigh Charitable Trust these additional properties will enable us to earn more income from house lets, reducing our dependence on other income streams.

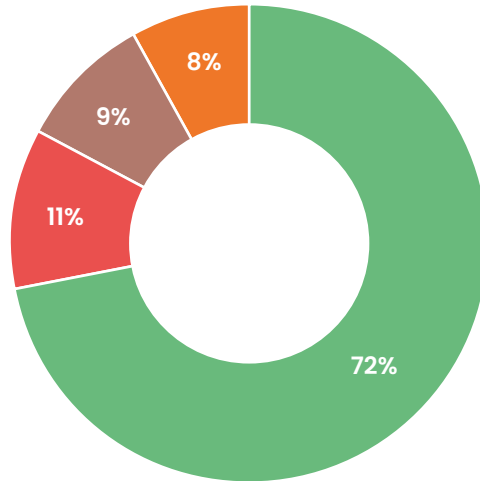


Income 2023–24



● Fundraising	£3,103,171
● Programme	£1,208,033
● Farm	£382,846
● House Lets	£266,665
● Other Earned Income	£185,334
Total	£5,146,049

Expenditure 2023–24



● Charitable Operations	£2,924,165
● Capital Expenditure	£440,731
● Finance Costs	£367,229
● Farming Operations	£314,666
Total	£4,046,791



**Jamie's Farm
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
Allington Lane
Lewes
East Sussex
BN7 3QL
01273 471177

**Jamie's Farm
Skipton**

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Coniston Cold
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**Oasis Farm
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