

Annual Review

2024–25



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Welcome from our Co-CEOs

Reflections on a year of growth and impact



Despite this being our busiest year of development yet, we are thrilled to have achieved the dream combination: serving more children and young people than ever before, while also enhancing the impact of our interventions.

We've made strong progress across key areas: including completing an inspiring new farm at Lower Shockerwick to create a Bath hub alongside Hill House Farm, advancing regenerative practices through major investment in land stewardship, and running Skipton's Day Visit Programme at full capacity from day one despite ongoing development.

Wider challenges in society have sharpened our sense of purpose. The difficulties that lie beyond our farm gates – economic instability, environmental degradation, food insecurity and rising youth disconnection – are increasingly shaping the context in which our young people are growing up.

In response, we feel a deepening responsibility to contribute not only through direct support, but also by modelling and articulating systemic change.

In our therapeutic work, the strain on schools, social care, and children's mental health services is stark. Financial pressures are only part of the picture; a narrow focus on numerical targets has often undermined the human dimensions of education, development, and safeguarding. In this context, our consistent and relational model –

delivered by a committed team – is more important than ever.

We know our work serves not only the young people who visit, but also the professionals who accompany them. Therefore we have continued to develop our integrated offer of support for teachers and education professionals this year, ensuring that the impact of the residential programme is both maximised and sustained beyond the farm gates.

Within farming, the abrupt withdrawal of the Sustainable Farming Initiative threatens to reverse promising acceleration in the adoption of nature friendly farming practices.

At the same time, young people are feeling more anxious about the planet's future and more detached from how healthy food is produced – something so central to their wellbeing. We believe we can play a constructive role here: by showing, not just telling, that productive, commercially viable farming can thrive because of, not despite, nature-friendly practices. We know that social outcomes can go hand in hand with this approach, while also nurturing a new generation of more conscious consumers.

There is still much to do. But we step forward with a deep sense of responsibility – and genuine gratitude.

The progress reflected in these pages would not be possible without the hard work of our staff, and ongoing support from volunteers and funders.

We know the challenges are significant. But equally, the privilege of this work is ever-present, often reflected in the emails we receive from young people who came to Jamie's Farm years ago. They speak of the farm as a turning point – one that gave them a new outlook on life and their own capabilities. Their stories remind us that lasting change is possible – and they inspire us to keep building a future where every young person has the chance to thrive.

Jamie Feilden
Founder and Co-CEO

Jake Curtis
Co-CEO

Deepening our impact

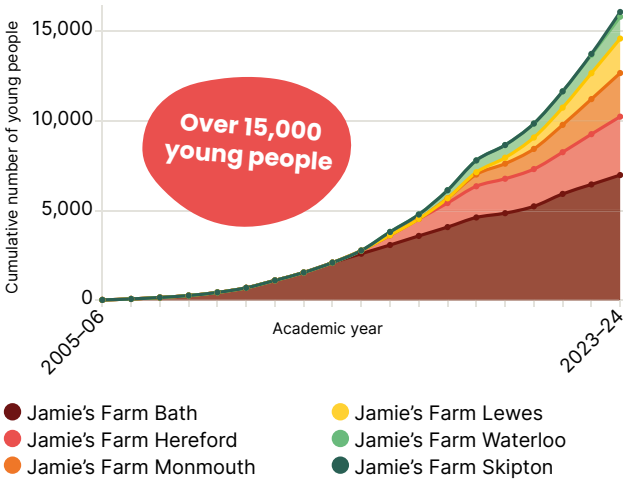
15 years of Jamie's Farm

Fifteen years ago, Jamie's Farm took root with a clear vision: to empower young people to thrive now and in their future. Since then, we've grown from a single farm into a national charity, trusted by a wide range of partner organisations to support young people living challenging lives.

The scale and depth of our impact today reflects not only the need, but the strength of the relationships we've built with young people and education professionals.

Here's what we've achieved together so far in the year up to and including 2023–24, which is our most recent, full year of impact data. We look forward to publishing on the academic year 2024–25 in the coming months

Cumulative number of young people we've worked with



In our first 15 years, we worked with over 15,000 young people, including:

Over **2,500**
Children who are Looked After

Over **8,000**
young people eligible for Pupil Premium

Nearly **7,000**
young people with Special Educational Needs and Disabilities

Nearly **7,000**
young people from ethnic minority groups

Impact:

At least **3,500**
young people back on track in core subjects

At least **10,000**
young people showed improvement in the area they were referred for (e.g. behaviour, engagement, relationships, wellbeing)

At least **2,000**
young people with attendance no longer a concern

Nearly **2,000**
young people no longer at risk of exclusion



Scan the QR to watch our short film celebrating 15 years of Jamie's Farm.



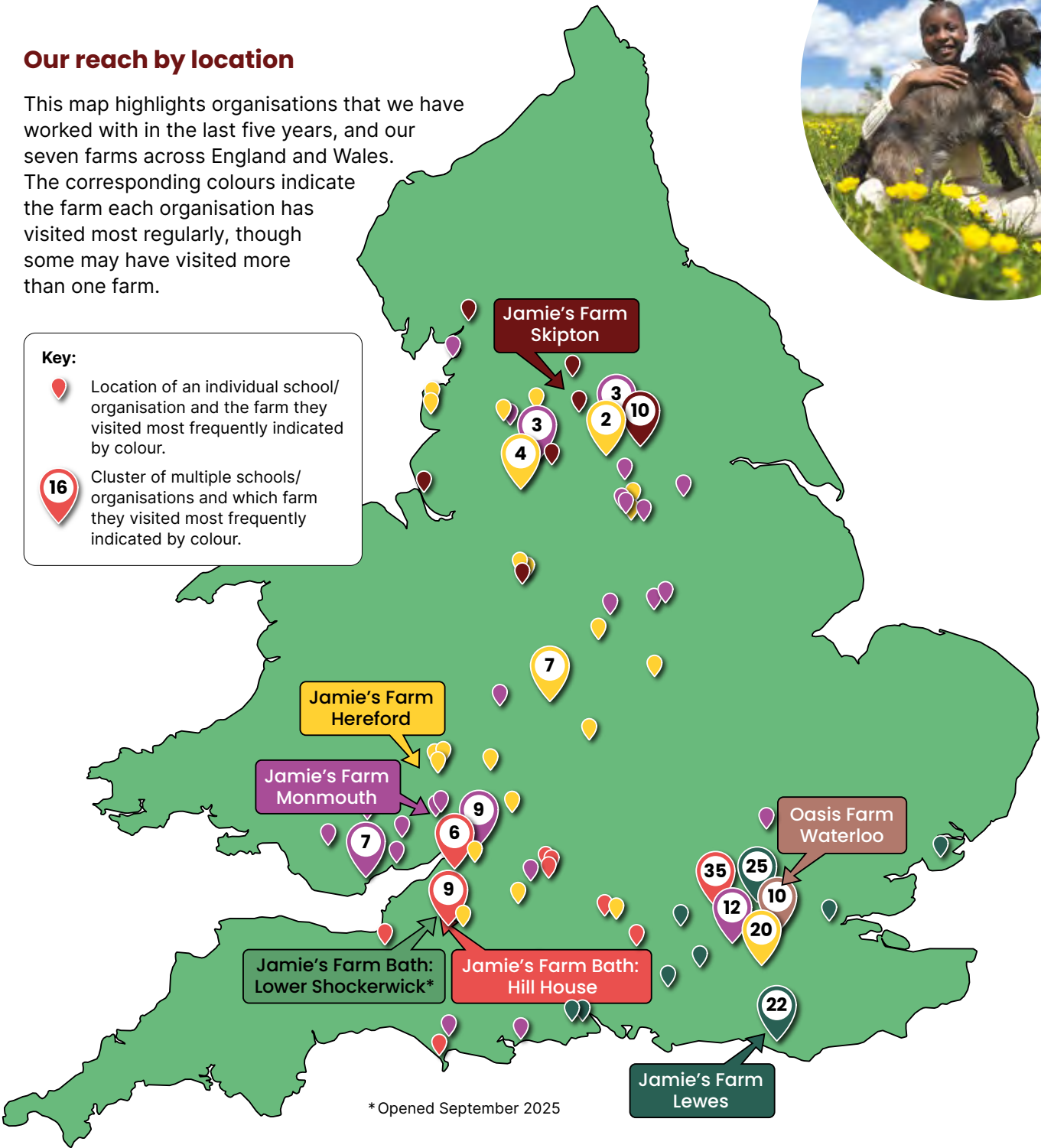
Our reach by location

This map highlights organisations that we have worked with in the last five years, and our seven 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.



The world we're working in

The broader context for young people's ability to thrive in school settings and beyond is reaching emergency status.

The persistent absentee rate in schools has remained worryingly close to the disastrous levels seen during the pandemic.

Alongside this, communities and state services have faced devastating challenges due to years of deep cuts and chronic under-investment. Some of these challenges were foreseen, but the deterioration in the capacity of institutions to provide meaningful provision for those who need it most is steepening the mountains young people must climb to succeed in life.

Most stark is the current dissatisfaction and demotivation felt by professionals in the public sector who feel their ability to make meaningful change is at a long-term low. While they could hold onto their sense of purpose and motivation during the pandemic, the longer-term damage to the structures and programmes that supported young people in schools and communities is leaving professionals ever more disheartened.

While short-term numerical metrics such as GCSE results can gloss over this, longer-term metrics such as the rate of youth unemployment show the crucial development young people need to thrive beyond school has significantly deteriorated.

As a result, we at Jamie's Farm are increasingly focussed on supporting professionals directly, as well as young people, to ensure our vision to achieve long-term change is realised.

Over
1 in 4

secondary school pupils were **persistently absent** from school in the 2023/24 academic year.◆

Two
thirds

of teachers have become **increasingly concerned** about pupil **mental health and wellbeing**, yet **a quarter** of classroom teachers **do not feel confident** in supporting them with the **pastoral issues** facing them today.★

Among 27 European countries, the UK has the **lowest overall life satisfaction**

of 15-year-olds and the largest disparity in life satisfaction between the most and least disadvantaged.✿

In February 2025, **youth unemployment reached an eleven year high**. In just one year, the number increased by 110,000 to

987,000
young people.▲

only
60%

of teachers expect to still be in the profession in three years' time.✿



◆ DfE: Pupil absence in schools in England, 2025
★ The Pearson School Report 2024
✿ PISA, 2022
▲ ONS, 2025
✿ Teacher Tapp, 2025

Our approach

At Jamie's Farm we use an evidence-based, therapeutic approach designed to provide a catalyst for lasting change in young people. This methodology is delivered through our core programme: a combination of purposeful work, a sense of belonging and space for reflection, which takes place on our beautiful rural farms.

The language we use to describe our approach has recently evolved from 'Farming, Family and Therapy' to a focus on Purpose, Belonging and Reflection to better capture the holistic nature of the programme and highlight the core elements that can be transferred across settings.

The farm environment is warm and welcoming, 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 the pressures and distractions of 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. By working with small groups, we maintain high adult-to-child ratios, enabling us to create psychologically safe spaces for them to discover their potential and reframe their view of themselves.

A visit to Jamie's Farm does not end when young people leave. Through our follow-up programme, we support young people and the staff who accompanied them to embed changes experienced at the farm and achieve greater long-term impact.



HOW WE CREATE CHANGE



Purposeful work

A sense of purpose is critical in order for young people to thrive. Our programme instils this sense of purpose through real, meaningful jobs with tangible outcomes, offering young people risk, challenge, autonomy and a sense of contribution. Young people are given high expectations and opportunities to succeed, alongside healthy routines for food, sleep and technology. This structured engagement aims to build a sense of achievement and responsibility.

Animal husbandry and farm life

Jamie’s Farm rears cattle, sheep, pigs and chickens. Horses, goats, dogs and cats are also a part of farm life. Interaction with animals encourages nurture, confidence and a sense of achievement. Children begin to see the value of hard work and gain a huge amount from tackling challenging jobs in a different environment. Children also contribute to farm life through activities such as hedging and carpentry.

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.

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 made from scratch.

Log chopping

A key element of our programme is empowering young people to do real jobs which help the smooth running of the site. This includes axe chopping wood to help feed biomass boilers on our farms. This activity is a great example of combining purposeful endeavour with responsibility and provides an opportunity to develop new skills, confidence and self-belief. It’s a firm favourite amongst visiting groups.



A sense of belonging

A sense of belonging is cultivated by fostering a strong culture of empathy and connection through shared purpose. The programme emphasises the celebration of young people for who they are, both by their peers and the adults guiding them. This creates a supportive community where everyone feels accepted and valued. We build this sense of belonging by young people participating in group activities that encourage teamwork and mutual support.

Living together

At Jamie’s Farm, staff and children live together and learn to respect each other and the home that 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 have a powerful impact on their return home.

Cooking

Children also contribute by preparing meals with our Food Coordinators. 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.



Scan the QR to hear Adele’s life-changing story from her big Wednesday walk on the Jamie’s Farm *Shift Happens* podcast.



Space for reflection

Space to reflect is a critical component of the programme, provided through calm, technology-free spaces. At the farm, structured, therapeutic conversations take place, complemented by nurturing interactions with animals and the natural environment. These opportunities allow young people to process their experiences, gain self-awareness, and commit to positive changes.

The environment itself also serves as a crucial therapeutic tool. It offers opportunities for engaging with regenerative farming practices and the natural world, providing a grounding and enriching backdrop for the programme.

Group work

Daily group work encourages children to interact appropriately with one another. We sit down around the table for 'check-ins' 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 a warm, 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 and trust, and to become aware of and responsive to the emotional state of others. 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.



Follow up

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.





Our impact: 2023–24 academic year

Our programme combines purposeful work with an environment that promotes belonging and reflection. This powerful combination nurtures positive Behaviours, Relationships and Wellbeing in young people. Underpinning this are improvements in both social-emotional skills

(including self-management, responsible decision-making, relationship skills, social-awareness and self-awareness) and mental wellbeing. This supports young people to navigate life’s challenges productively and with confidence.



Behaviours

Behaviours encompass the social-emotional competencies of self-management and responsible decision-making, skills that help young people regulate their emotions and make thoughtful and constructive choices. Rising rates of school exclusions, particularly among pupils facing disadvantage, are being driven largely by persistent disruptive behaviour, with serious consequences for young people’s education and future opportunities.

At the same time, an estimated quarter of young people are now using smartphones in ways consistent with behavioural addiction, highlighting new and complex challenges for how they manage their behaviour day to day.

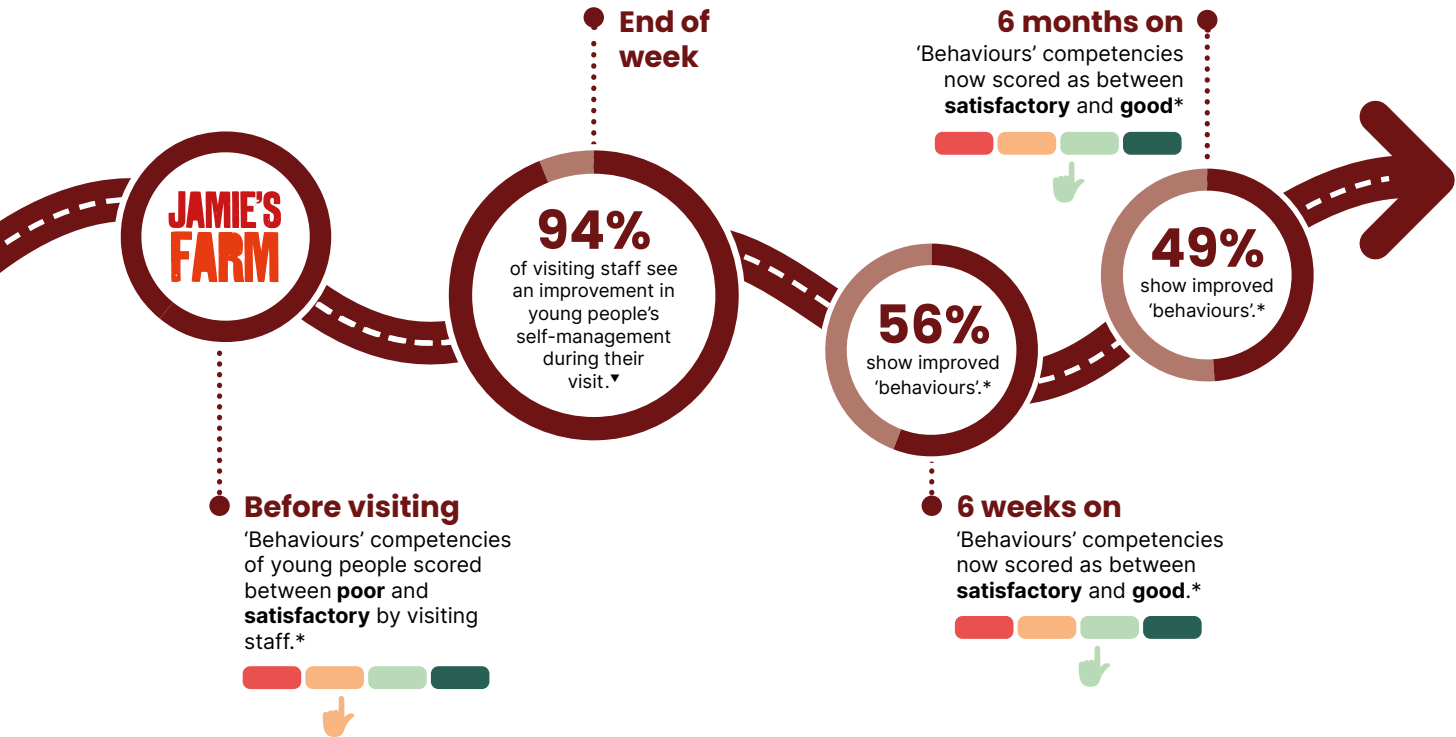
We see **meaningful, statistically significant improvement** in multiple measures of behaviours.

“It improved my braveness for my future, so I know I can do it instead of being scared. I feel my behaviour has become calmer, and I’ve expressed myself more instead of being quiet.”
Visiting Young Person



1. DfE: Suspensions and permanent exclusions in England, 2025

34% 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).

Kotryna's story

"I first visited Jamie's Farm in 2022. I was selected because I had really bad attendance in school, my behaviour wasn't the best, and I was lacking in confidence. My grades were suffering because I wasn't attending school regularly, which made my behaviour go downhill as well. I wouldn't go to my lessons or turn up to school, and I was on a path where I probably wouldn't have finished school or, if I did, I wouldn't have finished with the best results. I highly doubted I would have gone on to sixth form.

When I first heard I was coming to the farm, I was quite scared. Coming from the city, it was difficult to picture what life on a farm would be like.

The most challenging aspect of the visit was the change of environment and having to meet new people and follow their instructions in a completely different place.

However, the supportive environment at Jamie's Farm helped me overcome these challenges. The highlight of my visit was the hike, which provided bonding time with my peers and teachers. During my week on the farm, I gained various skills, including improved communication, leadership, and problem-solving abilities.

After returning from Jamie's Farm, it was quite challenging to transition back to my normal school routine. The transition from the countryside to the city was difficult. Despite the challenges, my relationship with teachers and peers improved significantly. I saw my teachers in a different light, as humans rather than just people trying to tell me what to do all the time. I became more open, willing to listen, and eager to try new experiences.

Now, the main differences are that I'm a lot more confident as a person, and way more willing to open up, be vulnerable and try new things.

This has allowed me to apply for universities, continue my education and live my life with confidence, opening up new opportunities for my future. This experience has opened up a variety of paths for me that I didn't think would have been possible initially because I didn't have the confidence to even consider them."



Relationships

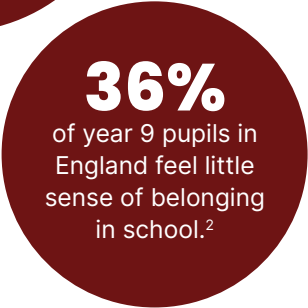
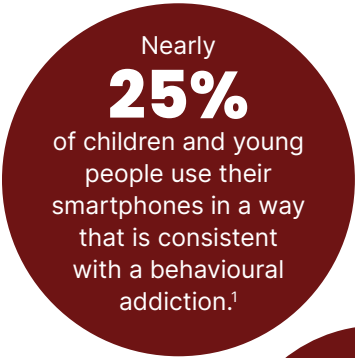
Relationships encompass the social-emotional competencies that enable young people to build healthy, supportive connections with peers and adults, including recognising others' strengths, showing empathy and gratitude, and communicating effectively. Yet in an age of increased smartphone use, young people often have fewer chances to develop these skills through meaningful, face-to-face interactions.

At the same time, schools are facing an attendance crisis, and we know that a strong sense of belonging – rooted in trusting relationships with teachers and classmates – is one of the strongest predictors of both attendance and overall wellbeing.

We see **meaningful, statistically significant improvement** in multiple measures of relationships.

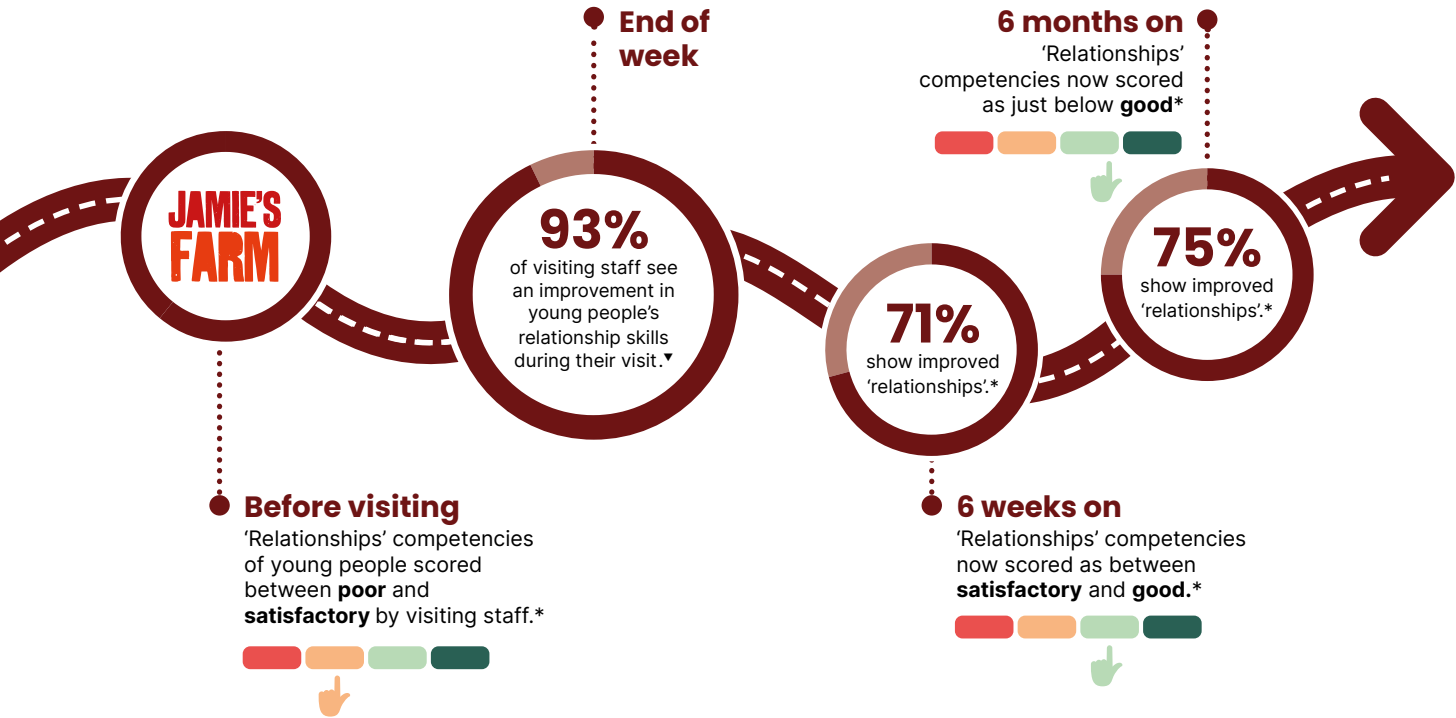
“Pablo* has benefitted from being away from social pressures, social media and peer influence. He has been able to relax and be himself which has resulted in him spending really meaningful time with staff and his peers – which I would now describe as friends. Jamie’s Farm has shown me that in the right environment, most students will be able to open up.”

Interventions and Pastoral Coach,
Bridge School Malvern



1. King's College London (2019)
2. TIMSS National Report for England, UK Gov

26% 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). ★ Name has been changed.

Colleen's story

"I was 14 when I visited Jamie's Farm in 2012. The year before, I had been attacked and sexually assaulted by a stranger on my way home from the bus stop. This traumatic event shattered my self-confidence, strained my relationship with my family, and severely impacted my school life.

Before the attack, I enjoyed school. But afterwards, I felt overwhelmed and couldn't trust anyone. I lashed out verbally at teachers and my parents.

Looking back now, with years of counselling and healing behind me, I realise that I was trying to control everything around me as a response to the loss of control I experienced during the attack. I was on a path to being permanently excluded from school and ruining my chance of getting a decent education.

When I visited Jamie's Farm with a group of other students who were struggling at school, I immediately felt a sense of unity and calm. The staff at the farm were incredibly supportive. They provided a calm, friendly, and positive space where we could reflect and start to understand our behaviour.

I began to realise that shouting and screaming at someone would hurt their feelings and damage our relationship. Before the farm, I had only considered my own feelings, not anyone else's. At Jamie's Farm, I felt safe and accepted, and I could be myself.

I loved working on the farm, and tasks like lambing and chopping wood gave me a

chance to chat with the staff one-on-one without the pressure of sitting in an office or classroom. My highlights were the evening walks. We'd set off after dinner, hike, watch the sunset, and chat and laugh. Just being outside in the beautiful countryside lifted my spirits.

The visit to Jamie's Farm was the start of a turnaround for me at school and at home.

I was still traumatised and continued attending counselling sessions, but I began to think about my behaviour and its impact on my family and teachers. I felt guilty when I was rude or shouted at someone, and I found I was better at staying calm. I felt more connected to my emotions and better able to control them, and I began to take responsibility for my behaviour.

Now, I work as an auditor, I'm married, and I have an excellent relationship with my parents. I have a happy and successful life, and I'm so grateful for the five days I spent at Jamie's Farm. What I learned there will stay with me forever."



Wellbeing

Wellbeing encapsulates mental wellbeing and the social-emotional competency of self-awareness. Mental wellbeing supports the ability to think clearly and independently, whilst feeling optimistic about the future and close to other people. Self-awareness includes understanding one's own emotions and values, having a growth mindset and a sense of purpose.

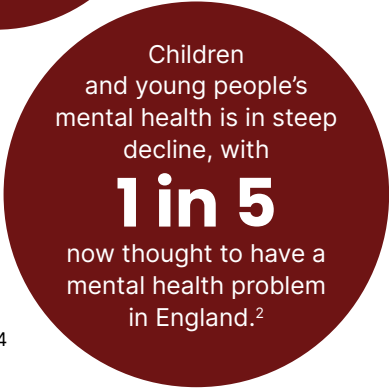
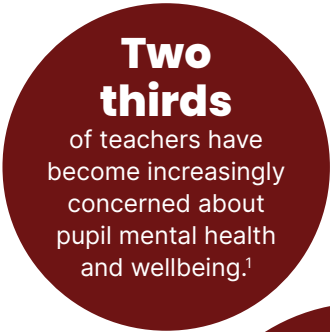
We're seeing rapid declines in the wellbeing of young people, with UK teenagers now reporting some of the lowest mental wellbeing in Europe, highlighting a great urgency in this area.

We see **meaningful, statistically significant improvement** in multiple measures of wellbeing.

"In this environment, we have seen a different version of Sara*. She has been kind and considerate, self-aware and has thrown herself fully into every activity. She has thrived this week and has been able to identify and express how and why she feels various emotions."

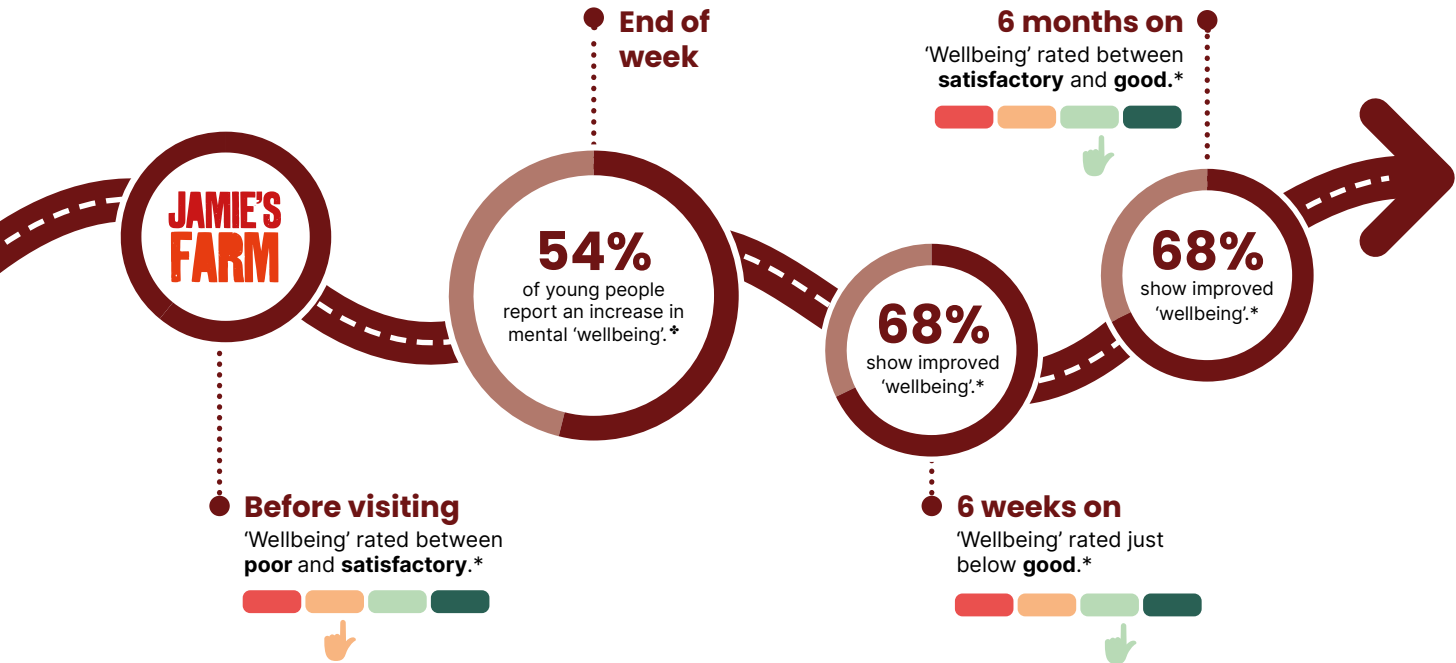
Assistant Head teacher,
Co-op Academy Stoke-On-Trent

"This week I've learned that I can do anything I put my mind to, and I can believe in myself."
Visiting Young Person



1. The Pearson School Report 2024
2. Mind, 2024

40% 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).

* Name has been changed.

Youth Champions

The aim of the Youth Champions is to ensure the voices of young people are heard clearly at every level of the organisation. We launched our Youth Champions programme in April 2024, with the recruitment of a group of 12 young people aged 16–24 from all over England and Wales who have experienced Jamie’s Farm, each with their own stories and passions to share.

Together, the group have been creating new ideas for the programme, representing Jamie’s Farm at events, and working on projects to keep the Jamie’s Farm legacy alive and inspire the next generation. Some of the things they have been involved in so far:

- Shaping the new Jamie’s Farm Inclusive Language Guide
- Refreshing our Theory of Change to ensure it accurately represents their personal journeys
- Sharing their stories and insights with the Board of Trustees
- Representing Jamie’s Farm at the Fair Education Alliance Youth Summit and other national events
- Writing articles about their personal experiences for the Jamie’s Farm website and teacher newsletter
- Developing teacher resources and content for Cultivating Change platform

“Everyone is respected for who we are and our opinions and thoughts matter, no matter how big or small they are.”

Youth Champion

“What I’ve enjoyed most about being a Youth Champion so far is the opportunity to share my experiences and perspectives in a supportive and inclusive environment. Being able to express myself and have my voice genuinely heard has been incredibly rewarding. I’ve also loved having the chance to voice my opinions on important issues affecting young people today, knowing that we’re working together to make a real difference.”

Youth Champion

100%
have learnt new skills through being a Youth Champion

100%
feel valued by Jamie’s Farm

92%
feel more confident to speak out about issues affecting young people



Scan the QR to read more information on our Youth Champions webpage



Spreading our approach



The last year has remained tough for schools and young people. In response to this and to maximise the impact of the Jamie’s Farm programme, we’re helping teachers and schools bring a more relational approach into their daily practice. This is a powerful way to create lasting change and ensure our programmes keep making a difference. Over the past year, we’ve worked hard to share our approach more widely. We’ve focused on reaching new teachers, building stronger partnerships with schools, and developing new ways to drive our mission forward.

Deepening school partnerships

This year, we have prioritised new initiatives aimed at deepening partnerships with our school partners. One initiative, called Flagship Schools, is a year-long programme for a select group of partner schools, built around our core residential experience.

The initiative aims to provide longer term support to selected partners, helping them to embed a relational and strengths-based approach into their everyday practices with young people. With the pilot taking place in the 2025–26 academic year, we plan to roll this out more widely in the 2026–27 academic year.

Influencing practice

We have identified that influencing new teachers at the beginning of their careers has the potential to be a cost-effective and high-impact strategy. By integrating our approach into their teaching practices early on, we can extend our reach and ensure that the benefits of our programme are felt more widely. We have rolled out teacher trainee placements for early career and trainee teachers across our farms this year with real success and are developing partnerships with universities and other teacher training providers to grow this arm of our work.

“The farm has refreshed my perspective to stay open, stay positive and maintain high expectations for everyone. I have loved seeing the impact that out of the classroom success has had on these young people. I am thinking a lot about what I can implement in a school. I think meaningful praise, positivity, unconditional positive regard and high expectations translate directly into the classroom.”

Trainee Teacher, Bristol University

Collaborating to drive systems change

We have always recognised the huge impact of pastoral staff who often support children facing significant disadvantages. However, too often this group of staff can be undervalued within the education system, resulting in poor retention rates.

We decided to take positive action to improve this by collaborating with other mission-aligned organisations to develop a year-long Continuing Professional Development programme called Power Up Pastoral, specifically for pastoral staff. The curriculum delivers the key underpinnings of our methodology, including understanding behaviour as communication, relational practice and utilising a strengths-based approach in schools.

Growing our reach

A new chapter in Bath

July 2025 saw the official launch of our newest farm at Lower Shockerwick, Bath by our patron, HM The Queen. This beautiful farm will enable us to welcome an additional 450 young people to Jamie's Farm each year.

The renovation of the grade II listed farmhouse features a new "welcome barn" style extension with views onto the surrounding vegetable garden, orchard and weir, providing a mindful and immersive delight. On one side, the original vegetable garden has been restored with raised beds and a polytunnel. On the other, a beautiful heritage orchard has been planted to match what was there many years ago according to old photographs.

Stone culverts have now also been cleared, enabling water to drain across the vegetable garden and flow with a sense of peaceful purpose into a stunning series of weirs to the rear of the house and orchard area.

Within the grounds, the horse arena has been created and the original stable block has also been restored, providing an opportunity for our animals to be right in the midst of the action and ensuring our young people have as much opportunity as possible to engage with livestock.



In addition, the biomass boiler has now been commissioned and is providing heating and hot water for the whole site. This provides meaningful work for visiting young people to chop logs and provide warmth to their farm home.

We have a fantastic team in place at Lower Shockerwick. This is made up of a blend of experienced staff originally from our Hill House farm team, who will help seed the Jamie's Farm culture, along with some new members bringing fresh energy and enthusiasm. We are excited to welcome our first groups of visiting young people at the end of September.



Waterloo: Celebrating 10 years and looking ahead

Summer 2024 saw a celebration of 10 years of Oasis Farm Waterloo, and 10 years of the partnership between Jamie’s Farm and Oasis that’s at the heart of it.

The lease on the land was never a long-term option as the site was always intended for development by our landlords at Guys and St Thomas’ Foundation. Finally in October 2025, the farm gates shut for the last time.

We are grateful to have been able to work with over 1,300 young people, plus hundreds of

teaching staff, volunteers and community members to make this site such a special place. At present we are exploring possibilities for a new London base and look forward to sharing more details in due course.



Scan the QR to watch our celebration of 10 years at Oasis Farm Waterloo.



Over
1,300
visits by young people to our Waterloo farm since inception.



Working with young people with experience of displacement



Over the last three years, Jamie’s Farm has significantly expanded its reach and impact for young people with experience of displacement – including unaccompanied children, young refugees, asylum seekers and victims of trafficking. This work has grown in depth and confidence, with staff across all farms receiving tailored training and mentoring to deliver inclusive, trauma-informed experiences.

During residentials, activities have been adapted to ensure they are empowering, with particular care taken around language, routines, and cultural sensitivity. Young people’s existing skills – especially in farming and cooking – have been celebrated, and the environment is intentionally nurturing and homely. Support beyond the farm has deepened too, with follow-up visits and personalised guidance helping to sustain the impact.

Feedback has been consistently powerful. Visiting staff have observed young people becoming more confident, forming friendships, improving their English, and experiencing a sense of calm and belonging.

“Through my work with J in the past two years, I can say that I have never seen him happier, more relaxed and at ease with himself as I saw him at Jamie’s Farm. I saw him come into his strengths, and he did so with the attentive and compassionate support from the staff at Jamie’s Farm.”
Case worker, Baobab Centre for Young Survivors in Exile

In May 2025, Jamie’s Farm staff took part in a learning exchange with The Home Project, a charity in Athens supporting unaccompanied children. Despite differences in setting, we were struck by the shared values: creating homely environments, offering support in everyday moments, and believing in the resilience of young people facing exclusion. The exchange left us inspired and united by a sense of solidarity across borders.

Thanks to new funding awarded in June 2025, this work will continue. We aim to deepen partnerships, forge new ones, and continue to develop meaningful, culturally appropriate ways to measure impact. We will keep learning from the young people we serve and celebrating this arm of our work more widely.



Scan the QR to hear Johnbosco's experience as a young asylum-seeker on the Jamie's Farm *Shift Happens* podcast.

We welcomed

170

young people with experience of displacement through

15 partner organisations.*



*2023–24 academic year



Reconnecting through the Farm

One young person arrived in the country about three months before visiting the farm. Having travelled from Sudan, he was noted by staff as being introverted and quiet. He struggled to engage with activities or staff, and was moved into a foster placement as he wasn't coping with independent living. Despite his initial reluctance, he accepted the invitation to join the group and come to Jamie's Farm, which must have taken a leap of faith.

During the week, he gradually came out of his shell. He engaged in all activities, formed relationships with staff and peers, and reflected that he had "felt himself come back into his body."

Young people who initially found him distant soon discovered his quirky and funny personality. He loved the farm, enjoyed the dogs and horses, and playing games around the kitchen table were particularly significant for him.

The experience helped him reconnect with himself and others. After returning home, he remained engaged with foster carers and continued friendships with peers from the farm. He continues to meet up with some of the young people at a weekly football group. While he still faces challenges, particularly anxiety around his asylum application, the week away had a lasting positive impact.

For all the young people who visited, the farm offered a safe space to build relationships with staff and their peers, rooted on shared experiences and trust.

Six months on, these connections continue to support the team and the young people, who now better understand the staff they can reach out to for support.

The week also gave young people more opportunities to speak English, boosting their confidence and communication skills – progress



that has been sustained. Many were able to share stories about their lives before arriving in the UK, creating a sense of connection and understanding within the group. Many came from farming backgrounds, so the environment felt familiar and grounding.

"Bringing young people to the farm is crucial as it provides a unique environment to engage, build relationships, and develop confidence. The relationships formed during the stay have a lasting impact, helping young people navigate their challenges and build a supportive network. The visit to Jamie's Farm has played a vital role in supporting the young people's overall wellbeing and development."

Project Manager, Newport City Council

How we farm



Engaging young people in farming remains at the heart of Jamie’s Farm. Across our sites, we continue to focus on pasture-fed livestock and regenerative practices that support both the environment and the wellbeing of our animals and visitors.

Livestock developments

This year, we made a significant shift at our Hereford and Monmouth farms, transitioning from Lowline suckler cows to rearing calves. This change has brought multiple benefits: improved growth rates, better land-use efficiency, and a strong market for the end product. Importantly, it has enabled greater involvement from our young people, who feed the calves milk twice daily when they first arrive.

We also welcomed 180 young Aberfield X ewes to bolster our flocks at Bath and Monmouth and to replace the ageing flock at Hereford. These ewes, known for their productivity and foraging ability, have already proven successful in our system, and we’re excited to see how the new additions perform.

Infrastructure and land management

At Lower Shockerwick, Bath, we completed extensive fencing work, including the protection of a riparian strip to safeguard waterways and improvements to boundary fencing. These upgrades are crucial for effective grazing management and environmental stewardship.

At Hill House, also in Bath, we received planning approval for a new muck store. This will significantly improve our ability to manage manure, reduce nutrient leaching, and enhance the value of this natural resource. We’ve also expanded our use of active microorganisms – a biological product that accelerates manure breakdown and improves nutrient retention.

In our lambing shed, we’ve replaced chemical disinfectants with natural microorganisms that help create a healthier bedding environment. This has resulted in fewer cases of common illnesses in newborn lambs – a great result for their health.



Regenerative practices and expert guidance

We deepened our commitment to regenerative farming this year with the support of soil health expert Tim Williams of Earth Farmers. Tim visited our Lewes, Hereford, and Monmouth farms, offering tailored advice on grazing, herbal leys, and seed mixes. His insights have given our farm managers clear direction for the next steps in their regenerative journey.

At our Bath farms, we've focused on parasite management through a new traffic light grazing system. This approach maps fields by parasite risk and helps us strategically rotate livestock. By reserving low-risk pastures for our most vulnerable animals, such as young lambs, we've avoided the need for wormers so far this year – a fantastic result for animal health and sustainability.

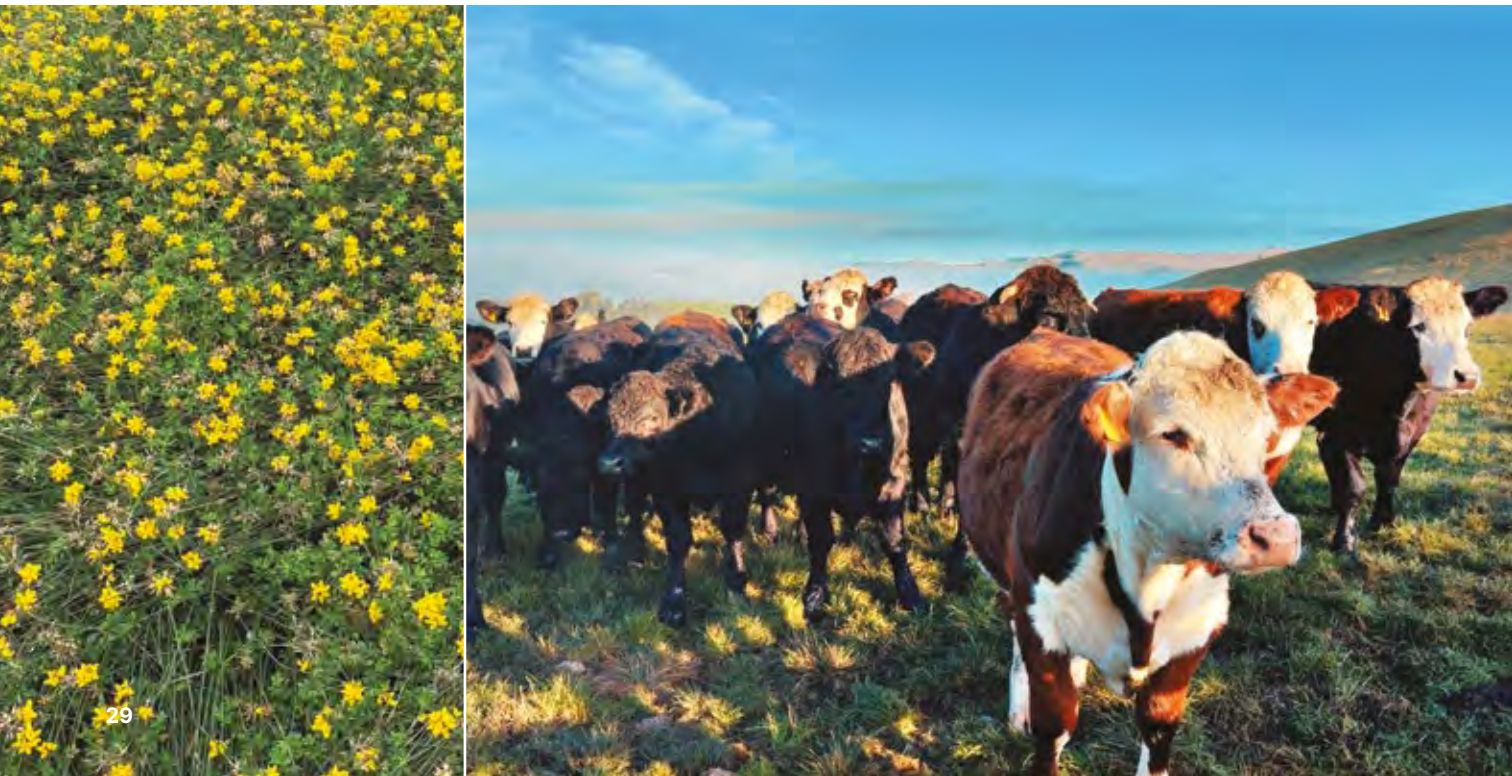
Wildlife & biodiversity

Our Skipton site has seen remarkable transformation through tree planting, hedgerow restoration, and the reopening of old culverts to create wetlands. These efforts have turned the area into a thriving wildlife haven, with a growing diversity of bird species returning – an inspiring sign of ecological recovery.

Collaboration and looking ahead

This year also marked the launch of our **Farming Advisory Board**, which held its inaugural meeting. The board, made up of David Wilson, Patrick Holden, Andy Cato and Jonathan Dimbleby, will meet biannually and provide ad hoc support on key topics. Initial discussions have focused on how we communicate our farming practices, and we look forward to their guidance on our environmental strategy in the year ahead.

As we grow, we are building a framework to guide Jamie's Farm's regenerative strategy. This includes establishing baselines; setting ambitious but achievable targets; and adopting an effective reporting approach to measure impact. We are exploring options like the **Global Farm Metric** and will share our chosen method soon. We look forward to telling our farming story – celebrating our work, lessons, and positive change.



Financial sustainability

Fundraising – the power of partnership in action

With demand for our services continuing to grow at pace, Jamie’s Farm has set increasingly ambitious targets to meet the needs of more young people. Thanks to the generosity of our supporters and the dedication of our Fundraising Team, we not only met but exceeded these goals – enabling us to deliver transformative programmes and drive forward key strategic initiatives.

A significant portion of our income was directed toward capital projects, including the development of our sixth rural farm, Lower Shockerwick, the purchase of additional land and the build of luxury eco-cabins at Monmouth Farm to provide year-round rental income.

Charitable Trusts and Foundations remain the backbone of our fundraising efforts, complemented by individual donors who contribute through gifts, monthly donations, and community fundraising. Multi-year, unrestricted commitments from long-standing supporters have been particularly vital, allowing us to plan confidently for future growth in demand for our services.

Matched funding appeals, such as Champions for Children and the Big Give Christmas Challenge, continue to be highly successful, each raising over £100,000. Corporate partnerships also reached new heights, providing financial support, gifts in kind, and employee volunteering opportunities. Events like the Plumpton Race Day, Bath Half

Marathon, and CHX Challenges further bolstered our income and engagement.

This year has also brought key team changes and a renewed strategic focus. We thanked Katie Francis for 10 impactful years, handing over to Claire Elsdon in the newly formed Head of Fundraising and Comms role. Claire brings commercial expertise and global perspectives from her decade of trading floor experience at Merrill Lynch and JP Morgan as well as leadership positions at a major environmental data disclosure non-profit. We also farewelled Matthew Chambers as Senior Fundraising Manager and welcomed Mark Harrison, who joins with over 20 years of Trusts and Foundations experience. Looking ahead, we’re focused on diversifying income for resilience and growth, launching a formalised gifts in wills initiative, and growing corporate partnerships.

Our in-house Fundraising Team adheres to the highest standards. As Jamie’s Farm grows to meet increasing needs, we are deeply grateful for the unwavering support of our donors, partners, and community.

We are grateful to all our supporters and would like to acknowledge below some of those who contributed generously to Jamie’s Farm during the 2024–25 financial year.



ANNE DUCHESS
OF WESTMINSTER'S
FUND



The Crucible
Foundation



Sarah Jane Leigh
Charitable Trust



The Wolfson*
Foundation

Lewes farm update

In the last year, we were presented with an opportunity to purchase Allington Farm in Lewes from the Trust who had served as our landlord. Nestled in the South Downs, Allington Farm has welcomed over 2,000 young people since we launched in 2019. We are delighted that this acquisition, which completed in June 2025, secures our long-term future in the South-East and opens up exciting opportunities for growth.

With full ownership assured, we are now in the process of raising capital to renovate the farmhouse; invest in new, safer barns; increase access to visiting groups; and strengthen our regenerative farming practices – all while increasing our reach and deepening our regional impact.

An additional benefit to this purchase is the opportunity to shore up our financial efficiency and sustainability at Allington Farm in two key ways.

Thanks to £2m of low interest debt financing by the Esmée Fairbairn Foundation, our annual interest payments are £80,000, a relatively small uplift on our former lease costs, which were set to run to £65,000 this year and now go towards building an asset instead of servicing a rental agreement.

In addition, we are able to unlock additional investment, which will maximise potential for rental earnings at the farm.

We are incredibly grateful to everyone who helped make this dream a reality – especially the Fonthill Foundation, whose role as Lead Funder has been truly transformative, and the Esmée Fairbairn Foundation for their pioneering social investment. Their support, rooted in shared values and trust, has been vital to our journey.

Eco-cabins update



Another significant strand of our Airbnb strategy to maximise unrestricted, earned income was to initiate the pilot of two luxurious eco-cabins at our Monmouth farm. Set apart from the main farm, these two cabins are able to accommodate guests all year round and not have their ability to earn income restricted to days or weeks when young people were not visiting.

The completion of these cabins in April 2025 has been a real testament to the vision, relentless optimism, hard work, and team endeavour led by architect and Trustee, Roderick James; interior designer, Amanda Markham; principal contractor, Seb Hervas-Jones; and project manager, Jill Blane; as well as the extraordinary generosity of the Sarah Jane Leigh Trust in acting as lead funder for the project.

In early May, we were excited to formally welcome our first guests. We have been delighted with the reviews, which consistently speak of the magnificent setting, the outstanding design, and profound sense of peace and escape that the cabins offer. We have been encouraged by the occupancy so far and continue to assess the success of the project against the initial KPIs for measuring pilot success in their first year, before evaluating some form of roll-out of this initiative.



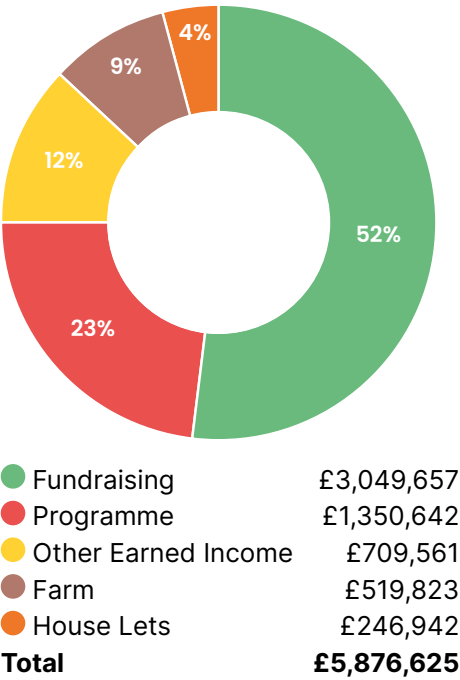
Finance

Our 2024–25 financial year represented another busy period for the charity. As in previous years, all of our farms were full of visitors throughout the year, leading to increases of both operating income and expenditure. There was also a significant amount of capital expenditure during the year, as we prepared our new Shockerwick Farm for launch and our new eco cabins at Monmouth for their first guests.

Income

Our income for the year was £5.9m, an increase from £5.2m the previous year. Fundraised income was stable at just over £3m, while income from school visits increased from £1.2m to £1.35m thanks to full occupancy across our farms, including our new Skipton farm.

Our farms had a very good year, raising over £500k in Farm income, of which over £300k came from livestock sales, and our house lets brought in £250k, continuing to be a very valuable income stream for the charity. A significant amount of income was also raised following the sale of some land and buildings which were not required by the charity. These funds were used to pay down the charity's debt.

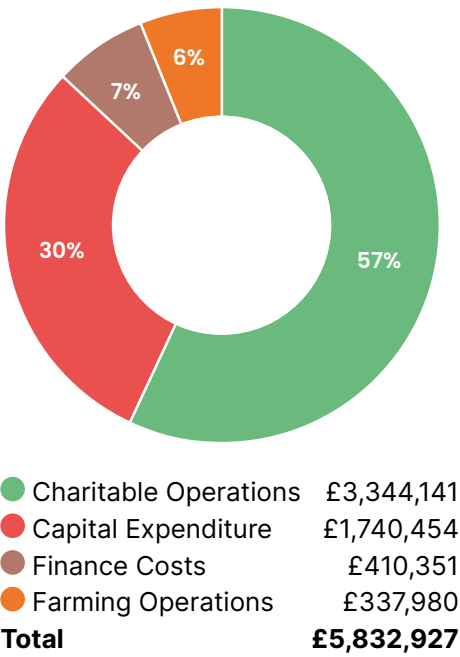


Expenditure

Our overall expenditure increased by £500k to £4.5m excluding capital. This was caused by both working with more young people than ever before, and structurally higher costs in categories such as food, resulting from previous periods of high inflation.

It was another year of very significant capital expenditure, with over £1.7m being invested in our farms. The majority of this was spent at our Shockerwick Farm near Bath on a full-scale renovation, preparing that site to welcome young people later in the year. The remainder was spent at our Monmouth Farm, finishing our new eco-cabins which are now available to rent.

Investments were also made at our Skipton Farm, improving the farm buildings and infrastructure ahead of a larger redevelopment in coming years. All of these investments were covered by grants and donations, most of which were received in the previous year.



Looking ahead

Next financial year will be one marked by projects coming to fruition and further investment in our farms.

People and culture

The commitment, care and competence of our staff team is the bedrock of the success of Jamie's Farm. As our Theory of Change illustrates, our model is profoundly 'human' – our relational approach requires our staff to be at their best, week in, week out, to come alongside our young people and enable them to re-imagine their own potential.

Similarly, our operational staff consistently achieve the high standards expected of a professionally run, dynamic organisation. Staff at Jamie's Farm work hard on behalf of our mission, and strategically, as a leadership team, we aim to ensure that hard work feels stimulating, rewarding and valued.

It is thanks to our organisational culture – the lifeblood of any team – that we have been able to achieve this. We have always treasured this and we invest time and resources into preserving it; even more so since we have grown and now span the length of the country. A positive working culture is hard won, and easily lost, and as we look to the future, we are focusing our efforts in two key areas:

- To deepen our culture of trust and belonging: create the conditions for sustained commitment and care through relationship and rigour
- To strengthen People and Culture operations through efficient and equitable systems and processes, aligned with the mission and values of Jamie's Farm.

By examining our 'Employee Value Proposition' and evaluating what more we can do to preserve Jamie's Farm as a special place to work, we know that we can 'change to stay the same' – providing the purpose and belonging to our staff that we know is so powerful to our young people – and ensure our model achieves even greater outcomes in coming years.

Apprentices

An increasingly important element of Jamie's Farm approach to people and culture is ensuring that we are providing as much opportunity as possible for young people to find purpose and pathways into youth work and farming.

Our two most recent apprentices, Ella and Riley, have both thrived at Jamie's Farm. Riley, who had originally visited us on a residential at our Lewes farm, gained a distinction in his Outdoor Education Instructor Apprenticeship and has continued to work at Jamie's Farm Lewes over Summer 2025 as a member of Bank Staff. Meanwhile, Ella took on the role of Visit Coordinator at the new Lower Shockerwick farm in September 2025, while moving on to study for a Degree Apprenticeship in Youth Work.

Thanks to generous funding from Esmée Fairbairn Foundation, we have recruited two new Jamie's Farm apprentices focussed specifically on farming, who began their journey with us in September 2025. These apprentices will spend 15 to 18 months working on our farms, whilst gaining qualifications through local colleges or trusted online providers.

We are thrilled that both these new apprentices have close links to the programme. One apprentice was formerly a young person who visited Jamie's Farm and the other has had similar lived experience to our visiting groups. Our apprentices will gain hands-on experience in farming and horticulture, as well as the opportunity to support and work alongside young people.

We are delighted that alongside these two farming apprentices, we will be welcoming new apprentices in Bath, who will complete this year's cohort. One will focus on delivery and the other supporting comms in our operations team. As valued members of the team, they'll be supported by dedicated mentors, embraced by the wider Jamie's Farm community and continue to play an active role in our committee of Youth Champions.



Scan the QR to watch Sam's video about her journey from visitor to farmer.



Volunteers

Jamie's Farm is well supported by an expertly run crew of volunteers who generously take on a variety of roles across our farms.

Residential Volunteers join us to experience working on our team with the visiting groups from Monday through to Friday. They are immersed in the full experience and share the journey of the week and the full variety of activities our young people take part in.

A team of Event Volunteers also spring into action throughout the year to support with fundraising events, plant sales, cheering our Bath Half runners, Open Days and other events that take place near our farms. Their creativity and enthusiasm bring our community together and help raise vital funds. A special mention to a number of our volunteers who wear a variety of volunteer hats on behalf of Jamie's Farm.

We are also joined by lots of Regular Volunteers who are an extension to the farm teams. They support our teams and our young people in a number of ways: joining hikes; cooking meals; helping with the horses; offering specialist skills such as beekeeping; working tirelessly to support us to keep the farms looking beautiful; and spreading the word about Jamie's Farm, to name just a few.



Tom's story



Tom joined us as a Regular Volunteer in 2017 but there's nothing regular about what he does! Tom's involvement in the garden at our Hereford Farm has included building bird boxes and lots of work in the vegetable garden.

Now, over eight years later, Tom has been instrumental in the sowing, growing and planting around our new luxury eco-cabins at Monmouth, bringing colour and structure to the whole area. Most recently, he has been working with other volunteers to restore and enhance the idyllic garden at our newest farm, Lower Shockerwick, ahead of us opening to visiting groups.

"I volunteer because I personally believe it is so important that the next generation understand where their food comes from and, in so doing, discover the wonders of our countryside and learn to appreciate and respect it. Farming is so removed from most people's lives that living on a farm for a week can be a unique experience for many and, by the end of the week, it clearly shows in how the young visitors see themselves and the world around them. Seeing what Jamie's Farm does for the individuals who come to the farm, the care and compassion they show and, most importantly, the effect a carefully structured week at the farm has on each young person is truly inspiring – and is why I keep coming."

We are fuelled by incredible volunteers, like Tom, across all of our farms. We are grateful that they share our passion and commitment to enable more young people to thrive.

Diversity, equity and inclusion

At Jamie's Farm, our mission is rooted in the principles of diversity, equity, and inclusion. We are dedicated to enabling young people from all walks of life, backgrounds, and identities to thrive. To fully enable this, we are committed to fostering a diverse, equitable and inclusive workplace where every individual, regardless of their background, can reach their full potential in service of our mission

In all of this, we are focusing our efforts in those areas which – directly or indirectly – enhance our ability to achieve our charitable mission.

We want a diverse team so young people can 'be what they can see' with role models who are able to empathise and develop meaningful relationships with them; we want to work according to principles of equity so every member of our team is given the support they need to be the best they can be for our beneficiaries; we want an inclusive organisation so everyone feels the warmth and safety of a genuine 'welcome' to enable them to thrive, whether they are children staying for a week or staff on permanent contracts. For Jamie's Farm, our DEI agenda is about tangible efforts to keep improving Jamie's Farm's ability to do what we're here to do.

In March 2023, we created a DEI committee to take a closer look at our strengths and weaknesses in this area and to promote changes both big and small in our policies and practices to support this mission.

So far, key highlights include:

- partnering with expert DEI consultants UNLRN, with whom we have conducted a comprehensive DEI audit and participated in several excellent trainings,
- establishing an inclusive communication guide to ensure that our language used in written publications reflects the empowering and positive environment we create for young people during our visits, and
- launching a bursary for those who otherwise would be unable to afford to access our residential volunteer programme.

We are also making substantial ongoing efforts towards additional areas, including an inclusive recruitment approach; improved site accessibility, especially for those with physical accessibility requirements; and Youth Champion involvement at trustee and leadership levels.

We understand that the journey towards DEI is ongoing, and we are committed to evolving and adapting to meet the ever-changing needs of the young people we serve, our staff, volunteers, stakeholders and the great many other people who interact with and contribute to Jamie's Farm.



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