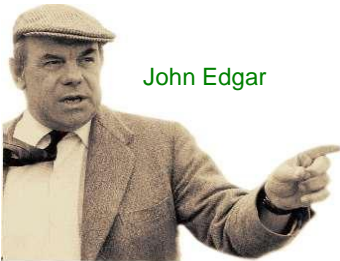




# JOHN EDGAR TRUST

## Spring Newsletter 2006



John Edgar

### Wanted: New JET Scholars JET Returns to the Grosvenor at Stockbridge

The John Edgar Trust will be running another Management Development Course starting in November 2006. As before the first module will be held at the Royal Agricultural College, Cirencester, but for the January and March sessions the course will be returning to the Grosvenor Hotel in Stockbridge.

Many of the older generation of John Edgar scholars will have fond but hazy memories of long evenings (and days) at the Grosvenor, where JET courses were held through the 70s and 80s. The hotel has retained its charm, but perhaps the same cannot be said about prospects for farming and rural businesses.

#### The Course

What is certain is that this Course will help the newly-selected JET scholars to surmount the challenges which they will face, and will assist them to become leaders within the rural sector.

The success of the Course depends largely on the involvement and enthusiasm of the

selected scholars. The Trustees rely on the readers of this Newsletter, the previous JET scholars and other "Friends" of the John Edgar Trust for the success of this recruitment exercise.

A recent study has shown that the Trust is not as well known, even in its Hampshire heartland as it deserves to be, and the remedy can only be in our own hands.

The course, which is still free to participants, will be led once again by Professor John Alliston of the Royal Agricultural College, Cirencester with the support of Dr James Jones. As always other visiting speakers, all experts in their fields, will participate in the course which will involve case studies and field visits as well as more formal lecture sessions.

#### Inside this issue:

James Jones A Profile	2
JET Reunion May 11th Why Allenford Farm?	2
Money Matters	2
Reflections on the last JET Course	3
Key JET Dates	3
Chairman Harbottle	4
Contact Details	4

#### You are invited....

To the John Edgar Trust Reunion, Conference and Farm Walk

#### "Agri-Environment and Farm Income"

At Allenford Farm, Salisbury  
on Thursday, May 11th

Please bring a friend, a  
colleague or a would-be  
JET scholar

More details on page 2,  
in the leaflet or on the website



A JET team exercise last year.....Spot the wise men

#### An Appeal

Please, this April, put the word around about the John Edgar Trust and the forthcoming Course. You will know people who would appreciate what can be gained from it. Tell them about the Course, and encourage them to apply, and then remind them again because by definition they will be busy people....

Full details of the Course are available on the JET website and a leaflet and an application form accompanies the mailing of this Newsletter.

Please pass your leaflet and form on to a suitable applicant.

## Dr James Jones

### *A man of many parts*

James Jones has been Deputy Director for the last two courses of the John Edgar Trust. He is head of Farm Management at the Royal Agricultural College and has had a distinguished career specialising in farm management and agricultural policy.

James is a rural practice chartered surveyor and is a long-standing member the RICS Countryside Policies Panel. He has been heavily involved in stakeholder representation with government on behalf of the RICS on areas such as the ERDP, CAP reform and environmental cross-compliance. He advises the House of Commons EFRA Select Committee on CAP related issues. He is also a member of the Educational Research and Training Committee of the Institute of Agricultural Management. James has researched and published widely on a number of topics primarily to do with European agricultural policy.

Amongst his recent work was a study of the financial costs and benefits of agri-environment scheme participation for the RSPB.

The JET alumni farm walk this year is to be held on one the farms involved in this study (Allenford Farms near Salisbury) and James will profile the results of his work as part of the visit.



James Jones

James is married to Ann, a consultant at the Great Western hospital in Swindon. He is a keen sailor and took part in the Atlantic Rally for Cruisers in 2004 sailing from the Canary Islands to Saint Lucia. He also enjoys traveling including a bit of continental touring in his MGB sports car.

## Why Allenford?

### *May 11th JET Reunion*

Allenford Farms at Damerham near Salisbury is run as a partnership between the landowner, the Earl of Radnor, and managing partner Rob Shepherd.

The farm is of special interest to the RSPB who funded James Jones to undertake a detailed analysis of the actual payments and costs involved under the Countryside Stewardship and the Wildlife Enhancement Schemes.

Cultivated plots have been established as nesting grounds for the stone curlew, and skylarks like the extensive grassland at the high point of the farm adjoining the Martin Down Nature reserve.

Sue Armstrong-Brown, the Head of Agricultural Policy with the RSPB, will explain why they want to see farmers participate in these schemes and why they believe it will be in their financial best interests to do so. Rob Shepherd will explain how he juggles environmental schemes with his pig, beef and arable enterprises and James Jones will present the bottom line for this modern mix.

*There's a reply form on the JET website.*

## Money Matters

No apologies for raising this subject again.....

The unique John Edgar Management Development Course costs more each time to run, and this year the shortfall between the Trust's income and the cost of the forthcoming course is wider than ever. This situation, to use the jargon of the day, is unsustainable.

So far recipients of John Edgar Awards have not been asked to make any financial contribution to their residential course, and the Trustees

would like to be able to continue this tradition. Some year-groups have held events and raised money which has been gratefully received and the Trust has benefited from some generous gifts and legacies. But this is still not enough to bridge the gap.



In recent times Andrew Davis has been coordinating a campaign to encourage previous JET scholars to make a contribution by way of a gift

aid covenant. He has been helped in this by representatives of each JET year-group, and some years have responded magnificently. Others are taking a little longer.....

**Thank you if you have already made a contribution; please encourage others to do the same.**

**If you did receive the forms and they are deeply buried on your desk, please dig them out or request a new one. It's never too late.**

*(Continued on page 3)*

# The JET Experience

## Chris Smith reflects on the 2004/5 Course

As time goes on in ones career it becomes increasingly important to take some time out of working life to look at improving what you do and how you do it. That is exactly what JET does with its Business Management Course. This could be a very dry exercise, but what makes it fun, interesting and critically useful is the way the subjects are looked at and how they are presented by an enthusiastic knowledgeable team. This includes quite a bit of joint studies with others of the 12 strong group both inside and out looking at a wide range of different businesses, not all of which are purely agricultural.

### Diversity and Friendship

Our year scholars were made up of a varied selection of candidates from different backgrounds and scenarios, all with the broad canopy of the agricultural industry. The diversity of the group was one of its strongest features. Together with the academic opportunities presented by this scholarship course **there is ample opportunity to make some good friends who will be with you for the rest of your career.** They will be there to discuss common ideas and problems without all the baggage of being too close to the business and often with the advantage of coming from a different background with associated different views of the same points of discussion. The course tutors were primarily Professor John Alliston and Dr James Jones, who were an inspiration to us all.

### A Week at Cirencester

The first week at the Royal Agricultural College, Cirencester was the main theory block of the course and covered topics as varied as leadership, media management and benchmarking to analyse business performance. Tutors and speakers were brought in to lecture to us on this specialist field. We all took it in turn to chair the lectures, which



In syndicate, In Andover

Chris Smith and Charlotte Bullock

in itself was a new experience to many of us and one I found very useful. The lectures themselves were of great interest and packed with information and ideas that I have called upon regularly since participating in the scholarship.

### The Andover Sessions

The second 3-day module at the Charlton Place Conference centre in Andover focused more on field trips. Amongst others we visited Hilliers nursery, Vitacress, Danebury Vineyard as well as the John Lewis farm at Leckford and saw businesses that had successfully

diversified into specific areas. This was tied in with a case study that we had to start work on in teams, over the period between the second the third module of the course. The case study involved a real life business situation and needed ideas on potential options for the old farm site on a large estate. This gave us the opportunity to explore different options, but ultimately realistic, financially sound and viable proposal needed to be delivered.

The third module saw us back at the Conference Centre for four days, where we delivered our proposals to the estates resident agent managing the project. We also visited other businesses and did a case study on a farm that had successfully diversified into cheese production. We had to do a case study on the direction we believed would be the best for this farm. Our proposals were put together in groups in a very limited time frame and presented to the owners to be judged on their merits. The short time frame made this presentation very challenging and it was interesting to see how we all worked under pressure.

### One Year on..

One year on since finishing the scholarship, I find that I refer back to what **I learnt on the course far more than I actually realised.** The group still meet up every few months and that is something we all want to continue.

*Chris Smith manages over 2000 acres at Welford Estate, near Newbury.*

*(Money Matters, continued from page 2)*

**If you are an ex-scholar and have not been approached, please don't feel left out. The system may have broken down, but you will be hearing soon.**

A modest individual contribution

from everyone whose career has been enhanced by the JET experience would enable the Trust to continue to foster future rural leaders. **Please help NOW.**

*Andrew Davis can be contacted on 01635 253203 or [andrew@highclere.org](mailto:andrew@highclere.org)*

## Key JET Dates

Course Applications Close:	26/5/06
Selection Interviews:	16/6/06
Course Dates:	20-24/11/06, 16-19/1/07 13-16/3/07



# Thoughts of Chairman Harbottle

## *Julian Harbottle on his rôle within the Trust*

I have chaired the Organising Committee of the John Edgar Trust for the last three years, notwithstanding a few months off when I started a new job. It is a big responsibility given that the ultimate success or failure of the course lies with me and I am fully accountable to my fellow Trustees for the decisions that the Committee make. However, it is a rôle which I very much enjoy for several reasons

Firstly, I genuinely believe that the Course gives real opportunity for personal development to those that are selected. Given the parlous state of agriculture and the rural economy this has to be a good thing.

Secondly, the Course reflects the memory of a man whom I did not know but by all accounts was an innovator and respected leader in his field. We hope the Course motivates the Scholars to follow John Edgar's example.

Thirdly, my colleagues on the Committee are all fully dedicated to the delivery of excellence. It should not be forgotten that everyone gives their time voluntarily – we have a really good



Julian in the Chair

team with the classic blend of youth and experience and I hope this is reflected in the Course output and the way in which I chair the meetings (but my colleagues will have their own views on that!).

Finally, on a personal note it keeps me in touch with the agricultural industry when I now have a job which does not have the same connection as in the past.

The John Edgar Trust is a worthy tribute to the great man. The Organising Committee is charged with ensuring his legacy is not forgotten and that the best possible Course is delivered every time both in terms of the professional content, mix of Scholars and value to the Trustees. This explains why I get so much enjoyment from keeping them all in order!

*Julian Harbottle is a former JET Scholar and is Associate Director (Land & Property) at Savills*

## The Organising Committee

If you have any suggestions or need information, please contact one of the following:

Julian Harbottle	01179 100329	jharbottle@savills.com
Christopher Langford	01962 858585	clangford@drewatt-neate.co.uk
John Alliston	01285 652531	john.alliston@rac.ac.uk
Dick Hall	01489 877021	dickhall@postmaster.co.uk
James Jones	01285 652531	jjones@rac.ac.uk
James Lawton	01672 540049	jamie_margi@hotmail.com
Katherine Parker	01489 878888	keparker@globalnet.co.uk
Chris Smith	01488 608879	chrisasmith@aol.com
Henry Wilson	01488 648466	mail@fishersfarm.co.uk



### E-communication

We are STILL trying to update our communications within JET.

Please could **you** send **your** email address to Chris Langford.

We know you have one, and we promise NO SPAM!

Newsletter published by The John Edgar Memorial Trust. Registered Charity No. 307301

Hon. Secretary: Christopher Langford, Drewatt Neate, Staple Gardens, Winchester. S023 8SS Tel: 01962 858585

[www.johnedgartrust.org.uk](http://www.johnedgartrust.org.uk)