



“...There are many questions. But it is clear that if we seize the opportunity presented by Brexit, we can achieve major, positive change in the countryside.”  
*Shaun Spiers, Chief Executive, CPRE, 2004-2017*

## What is CPRE Shropshire?

CPRE Shropshire is an independent charity supported by the resources and guidance of CPRE's National Office in London.

Our aim is to promote the beauty, tranquillity and diversity of Shropshire's landscape by encouraging environmentally sustainable use of land and better planning in the county's towns and countryside. We comment on county planning policies, feed into national policies as well as helping individuals and groups on objecting to planning applications where appropriate.

If you love the Shropshire countryside please join us!  
Full membership costs just £3/month or £36/year.  
A membership form is enclosed in your delegate folder.  
Or if you can spare time to help us in our ongoing work, please get in touch (see front for contact info).



CPRE Shropshire  
“Standing up for the Shropshire Countryside”

## Why this Conference?

CPRE Shropshire is concerned for the future of our rural county, with its landscape largely fashioned by farming and land management, in the light of the decision for Brexit. Our speakers will explain the ways in which existing farm subsidies have enabled schemes such as Countryside Stewardship, environmental and conservation programmes, and will look at what might happen, post Brexit.

# Rural Shropshire

## What next for our farming, food & landscape?

Friday 3rd March 2017, 1.30 to 5pm

Sovereign Suite, Shrewsbury Town Football Club SY2 6ST

## Conference programme



Looking over to Newcastle in the Clun Forest © Sarah Jameson 2017

CPRE Shropshire

“Standing up for the Shropshire countryside”

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

[admin@cpreshopshire.org.uk](mailto:admin@cpreshropshire.org.uk) / 01547 528546





## Rural Shropshire

What next for our farming, food & landscape?  
A CPRE Shropshire conference: Friday 3rd March 2017

## Agenda

### Registration from 1pm

1:30	Welcome by <b>Sarah Bury, Chair, CPRE Shropshire</b>
1:40	<b>Christopher Price, Country Landowners Association</b> <i>What a Food, Farming and Environmental policy could provide. Post Brexit support for farming.</i>
2:20	<b>Clare Cole, Natural England</b> <i>Natural England in Shropshire</i>
2.40	<b>Mark Measures, Organic farming adviser</b> <i>Soil, food and the environment</i>
2:55	TEA
3:20	<b>Joy Greenall, Shropshire hill farmer</b> <i>Small organic mixed farming in the South Shropshire Hills</i>
3:35	<b>Simon Latter, NFU Mutual</b> <i>Larger arable farming in North Shropshire</i>
3.50	<b>Liam Bell, Gamekeeper and National Gamekeepers Association</b> <i>Landscape, conservation and shooting, the rural economy</i>
4:05	<b>Cath Landles, Shropshire Hills AONB Partnership</b> <i>Landscape, communities and education in the Shropshire Hills</i>
4:20	<b>Graeme Willis, Agricultural Adviser, CPRE and Robin Thompson, President, CPRE Shropshire</b> <i>Plenary Q and A session</i>
5.00	Close

## Speaker biographies

### Liam Bell

Shropshire gamekeeper and current Chairman of the National Gamekeepers Organisation (NGO), *Shooting Times* and *Country Magazine* contributor, author of *On Your Shoot - A practical guide to running a shoot of your own*. Keen stalker, amateur naturalist and ever-hopeful Salmon fisherman.

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

### Clare Cole

Operations Manager in North Mercia's Area Team in Natural England, Clare has a broad remit across local delivery, covering Protected Sites, Agri-Environment, National Nature Reserves, Catchment Sensitive Farming and Sustainable Development. Clare has worked for Natural England since its inception in 2006 and previously for the Rural Development Service (a founding Body) mainly covering both policy and delivery of previous agri-environment schemes. [www.gov.uk/natural-england](http://www.gov.uk/natural-england)

### Joy Greenall

Joy has run a mixed organic farm in the Clun Forest with her partner Mark for more than twenty years, specialising in traditional Hereford cattle and Clun Forest/Kerry Hill sheep. Environmental management is a core part of the business and the whole farm is in a Higher Level Stewardship Scheme. Joy has worked for the County Wildlife Trusts and Natural England, has been a Farm Conservation adviser with FWAG and Sustainability Officer for the Duchy. She currently co-ordinates the Clun Forest community initiative, "Land, Life and Livelihoods." [www.landlifeandlivelihoods.org.uk](http://www.landlifeandlivelihoods.org.uk)

### Cath Landles

Community & Landscape Officer with the Shropshire Hills AONB Partnership. Cath is responsible for raising awareness and understanding of the Shropshire Hills and supporting community groups who want to develop projects which benefit the AONB's landscape. She works with farmer groups, such as the Clun Forest Land, Life and Livelihoods community initiative, runs the Conservation Fund, the Friends of the Shropshire Hills' network and delivers the John Muir Award with school children. [www.shropshirehillsaonb.co.uk](http://www.shropshirehillsaonb.co.uk)

### Simon Latter

NFU Mutual Agent and Senior NFU Group Secretary in Shrewsbury, Simon has a Degree in Agriculture from Harper Adams and combines his current role as insurance agent and membership secretary to over 240 farms in the Shrewsbury area, with farming 500 April lambing ewes on an all-grassland tenancy. He is a past NFU County Chairman and Council delegate and is currently Chairman of Shropshire Rural Support and Chairman of Management for the Shropshire Federation of Young Farmers Clubs. [www.nfumutual.co.uk](http://www.nfumutual.co.uk)

### Mark Measures

An organic agriculture consultant specialising in farm business management, conversion planning and soil management, Mark is Director of the Institute of Organic Training and Advice (a department of the Organic Research Centre), providing training, information and accreditation to advisers throughout the UK. He is a partner in a mixed organic hill farm and joint editor of the biennial *Organic Farm Management Handbook*. He currently has a Winston Churchill Fellowship to study soil management. [www.organicmeasures.co.uk](http://www.organicmeasures.co.uk)

### Christopher Price

Director of Policy and Advice at the CLA. Christopher has overall responsibility for managing the CLA's national policy and advisory work. A planning and environmental lawyer by background, he joined the CLA as public law adviser in 2002. He became Chief Legal Advisor in 2007 and took up his current post a year later. Before coming to the CLA, Christopher worked in local government. [www.cla.org.uk](http://www.cla.org.uk)

### Graeme Willis

Graeme, a senior Rural Policy Campaigner at CPRE, specialises in food and farming. He managed CPRE's *Mapping Local Food Webs* project which researched local food networks nationally from 2007-2012 and wrote CPRE's *New Model Farming: resilience through diversity report*, published in August 2016. Graeme previously taught at Sunderland, Anglia Ruskin and Essex Universities and comes from a Cheshire farming family. [www.cpre.org.uk](http://www.cpre.org.uk)