

Farmland Review 2023



South East England

We know your area, because it's our area too.

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A snapshot of 2023

A national and local overview

National Overview

As we near the end of 2023, it is now clear that the total annual farmland supply will be at its highest since Brexit and the start of the agricultural transition but still below levels seen between 2015-2018. A review of farmland supply trends over the last few decades by our rural research team shows that short-term volatility repeats itself but never in a sustained manner. This is owed to the fact that land ownership is a long-term investment, rolling with financial fluctuations and occasional large portfolio sales spiking farmland supply in specific years.

The long-term trend has been a decrease in farmland supply as more landownership has transitioned from landlords to owner-occupiers. In the 1980s over 400,000 acres marketed a year was not uncommon, whereas it has been 15 years since the market exceeded 200,000 acres. As we move through the agricultural transition and the direct payments received from the basic payment scheme reduce, we are seeing competing demands on land use opening up and becoming a practical reality. From nature-based solutions, through to energy and renewables and development competing demands have the potential to remove land from food production for a period of time.

So what does this mean for values? Overall, we forecast average GB farmland values are likely to be sustained for the next five years with modest increases. This will be reflective and responsive to specific criteria such as location, land type and depth of interest, which all have an impact and influence on land values. However, as we have witnessed recently unforeseen global and economic shocks have the potential to impact all markets.

Local Overview

Demand for all land types across the south east continues particularly for commercial farms and bare land blocks where interest was competitive due to the constrained supply. The off market and private sale remains highly active. We expect more choice for buyers as supply levels are forecast to increase slightly.

The poorer harvest and concern over weaker commodity prices this year put pressure on smaller holdings and the required scale for agricultural businesses to be successful has undoubtedly risen, particularly for multi-generational operations.

Diversification continues to be incredibly important for buyers and sellers as well as the energy efficiency of secondary and ancillary accommodation.

The market for residential farms has become more discretionary, however, those with good communication links to London and the South Coast remain very popular with lifestyle buyers, particularly where there is also access to good schools and thriving market towns.

Existing landowners and buyers with funds to rollover dominated the demand for commercial farms, but environmentally focused buyers, both private and corporate, continued to feature across the region. However, their requirement for scale means they have tended to be more active in other regions of the UK.

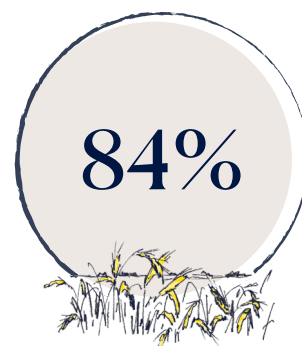
The key to a successful sale continues to be thorough preparation prior to launch and realistic pricing to encourage competitive interest.



**year-on-year increase in supply
(end Nov 2022 to end Nov 2023)**



**The number of publicly marketed
acres nationally (2023 to end
November), the highest since 2018**



**The number of farms available
that are below 250 acres**



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A selection of property across South East England



SOLD

Bolney, West Sussex
About 30 acres | Guide £690,000



SOLD

Southborough, Kent
About 107 acres | Guide £800,000



UNDER OFFER

Edenbridge, Kent
About 172 acres | Guide £1.275 million



UNDER OFFER

Watersfield, West Sussex
About 118 acres | Guide £1.8 million



SOLD

Rogate, Hampshire
About 102 acres | Guide £2.5 million



FOR SALE

Bramdean, Hampshire
About 206 acres | Guide £14 million



SOLD

Binsted, Hampshire
About 487 acres | Guide £5.1 million



SOLD

Chichester, West Sussex
About 12.5 acres | Guide £1.2 million



SOLD

Petersfield, Hampshire
About 70 acres | Guide £3.8 million



UNDER OFFER

Swallowfield, Berkshire
About 18.5 acres | Guide £2.6 million



UNDER OFFER

Hartfield, East Sussex
About 211 acres | Guide £1.5 million



FOR SALE

Hambledon, Surrey
About 483 acres | Guide £8.4 million

Key Contacts

If you're thinking of buying or selling, contact a member of our team today.



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