



# Lycetts

**media relations**





## Client


Lycetts is one of the UK's leading independently-operated insurance brokers, specialising in farm, estate and bloodstock insurance.

## Objective

1. Raise the profile of Lycetts as a thought leader in agricultural risk and a leading insurance broker for the agricultural community
2. Interrupt the omnipresent media voice of the National Farmers Union (who also offer insurance)
3. Leverage the company's insurance and risk management expertise to create objective, valuable insights into how emerging, unrecognised and hidden business risks can be best managed.

## Results

- 740 pieces of positive coverage over the year, with a total circulation of 36.2million.
- 61 cuttings / month on average
- 62 cuttings in national farming titles including Farmers Weekly, Farmers Guardian, Farming Monthly, Vegetable Farmer, National Farm Attractions Network, Farm Contractor & Large Scale Farmer, The Countryside Alliance website, Scottish Farmer, Farming Scotland and Farming UK.
- 590 cuttings in agricultural pages of regional mainstream press, from Dunoon and Kilmarnock to Bridgewater and Bodmin.
- The most successful farming release, around flytipping, achieved 233 cuttings!
- 28 cuttings for a wedding insurance story to coincide with the Royal Wedding for the high net worth division.



*"The campaign has propelled brand awareness among our agricultural audience to new heights in an incredibly short period of time."*

**Peter Knowles**, Sales and Marketing Director, Lycetts



## What we did

- News from the client was non-existent, so we conducted extensive online research into the UK farming sector and the challenges it faces and carried out a quick-fire series of interviews to mine the specialist knowledge of the company's rural industry experts
- Business issues faced by farmers and potential hot topics for proactive news generation were identified and a detailed PR planning calendar was compiled to incorporate all seasonally-related risks.
- We researched existing government stats and reshaped them into headline-grabbing news. (e.g. farming fatalities and safety breaches following new sentencing guidelines).
- Each story was meticulously tailored for regional media by adding, not just relevant statistics for that region, but also local case studies and quotes from the relevant Lycetts regional office.
- Opportunities to challenge the NFU on a local level were identified, leveraging Lycetts' strong local expertise and maximising coverage in defined areas.
- The most influential farming trade titles were targeted with longer by-lined thought leadership features e.g. a guide on diversification risks post-Brexit was published in Farmers Weekly and a risk protection guide to rural crime in Farmers Guardian

*"Our investment in this PR campaign has proved one of the most rewarding communications decisions made during my time at Lycetts. Cameron Wells' creativity and smart approach to generating widespread coverage for a limited PR spend has delivered remarkable results."*



**Peter Knowles**, Sales and Marketing Director, Lycetts

# FARM SECURITY SPECIAL

The isolated nature of many farms makes them a popular target for criminal gangs. But what can farm businesses do to protect themselves? Rupert Wales-Fairbairn, rural divisional director at Lycetts Insurance brokers, gives some advice.

## Protect your business from rural criminals

**Oil thefts**  
FARMERS are particularly vulnerable at this time of year as average 100 litres per year is taken from the tank for the winter.

Before the tank is to be refilled, it is important to ensure that the tank is empty of any water. This is because if water is left in the tank, it can cause the oil to become contaminated and the tank to rust.

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**THEFT OF FERTILISER AND OTHER CHEMICALS**  
CHEMICALS have been known to be stolen from farms. It is important to ensure that the chemicals are stored in a secure place.

It is also important to ensure that the chemicals are stored in a secure place. This is because if the chemicals are stolen, it can cause the farmer to lose a lot of money.

For more information, please contact Rupert Wales-Fairbairn, rural divisional director at Lycetts Insurance brokers, on 01246 300000.

**Abderdeen Alarm Company**  
Abderdeen, Aberdeenshire, 101 St John St, Aberdeen, AB9 8QJ. Tel: 01224 300000.

**RURAL WATCH SCHEMES**  
Farmers, County or Neighbourhood Watch schemes can help to protect your farm.



**BE VIGILANT ABOUT MACHINERY AND VEHICLES**  
All vehicles and machinery should be stored in a secure place.

It is important to ensure that the vehicles and machinery are stored in a secure place. This is because if they are stolen, it can cause the farmer to lose a lot of money.

**FLY-TIPPING**  
The danger of fly-tipping is that it can cause the farmer to lose a lot of money.

It is important to ensure that the fly-tipping is stopped. This is because if it is not stopped, it can cause the farmer to lose a lot of money.

**METAL THEFTS**  
Metal thefts are a common problem on farms. It is important to ensure that the metal is stored in a secure place.

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**CHIMNEY OF USE OF BUILDINGS**  
The chimney of use of buildings is a common problem on farms. It is important to ensure that the chimney is in good condition.

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## Vital diversification insurance tips

New and unfamiliar ventures bring interest, challenge and potentially a useful income boost – but don't overlook the basics, such as insurance. Suzzie Horne gets some tips



One of the most common types of farm diversification is the use of a holiday home. This is because it can provide a useful income boost.

It is important to ensure that the holiday home is insured. This is because if the holiday home is damaged, it can cause the farmer to lose a lot of money.

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Farmers Guardian

Farmers Weekly

Farm energy

## Farmers plug into renewable energy generation

- More farmers choose renewable energy
- Lower cost makes technology attractive
- Planning problematic on protected land

**PIPING HOT BOILERS, STOVES, COOKERS**  
Let your farm benefit from the energy of a piping hot boiler, stove or cooker. These units are made from 100% recycled steel and are available in a range of sizes to suit your needs. They are also available in a range of colors to match your decor.

**straw4biomass**  
Straw4biomass is a company that provides a range of biomass products. These products are made from straw and are available in a range of sizes to suit your needs. They are also available in a range of colors to match your decor.

**F**armers and landowners are taking a fresh look at renewable energy as a way to generate income and reduce costs.

George Allcock, managing director of renewable energy company, says: "There's a real buzz about renewable energy on farms."

He adds: "Farmers are looking for ways to generate income and reduce costs. Renewable energy is a great way to do this."

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Almost a quarter of farm businesses generate green energy

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Anglia Farmer

Farm Week

## FARMWEEK

Home | News | Features | Events | Farm Week | Farm Week 2013 | Farm Week 2014 | Farm Week 2015 | Farm Week 2016 | Farm Week 2017 | Farm Week 2018 | Farm Week 2019 | Farm Week 2020 | Farm Week 2021 | Farm Week 2022 | Farm Week 2023 | Farm Week 2024 | Farm Week 2025 | Farm Week 2026 | Farm Week 2027 | Farm Week 2028 | Farm Week 2029 | Farm Week 2030

## Dog walkers warned as new powers sought to deal with sheep attacks

By Sarah Duggan March 28, 2018

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**CONTINUE**

An agricultural expert's warning dog owners to be vigilant when walking their pets in the countryside, as "trust rates" rural police forces call for new powers to crack down on sheep attacks.

William Nichol, of farm insurance broker specialist Lycetts, fears owners are not fully aware of the risk their pet poses to livestock, with farmers forced out of the industry every year due to the trauma and crippling cost of attacks.

An All Party Parliamentary Group for Animal Welfare found that an estimated 15,000 sheep were killed by dogs just one year, putting the cost to the farming sector at around £1.3 million.

A multi-force police working group has now called for changes in the law, including making dog attacks a recordable crime, giving police power to seize dogs, the creation of a DNA database for offending dogs and harsher sentences for owners.

William said: "Unfortunately, even the most docile of dogs can get caught up in an attack on sheep because many of them think it is a game. What many dog owners don't realise is that their dog does not belong to a sheep, it belongs to a sheep. It is a threat and can spark blind panic among the flock."

"Even if a dog does not make contact with the livestock, the stress from worrying by dogs can cause sheep to die – often by the dozen – and shepherd ewes to abort."

"As we are in lambing season, the flock is at its most vulnerable now, and we urge dog owners to take heed and stick to the lead. Escaped dogs are also a huge problem so don't let them roam freely and strengthen your boundaries."

Over the past year, five police forces – North Yorkshire, Devon and Cornwall, Sussex, North Wales and Hertfordshire – took part in an initiative by the National Police Chiefs' Group (NSPC), which sought to identify the true extent of livestock worrying in the countryside.

The Wildlife and Rural Crime Working Group was formed after rural police forces expressed frustration with not only irresponsible dog ownership, but the limited powers available to them to respond to dog attacks.

As attacks are not currently treated as a recordable crime, there is little reliable police data on the scale of the problem faced by farmers.

The forces analysed data on their systems from September 2013 to 2017 and found there were 1,705 recorded incidents of livestock worrying across the five areas. In total, 1,920 animals were killed, and 1,614 injured – at an estimated cost of £250,000. In some cases, the farmer suffered financial losses in excess of £20,000 for a single incident.

One in 10 (11 per cent) incidents involved repeat offenders – owners or walkers whose dog had worried or caused damage to livestock before.

"It is the most likely and most common cause of livestock worrying, which can cause significant damage to livestock and the environment. It is a serious problem that needs to be addressed."

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## Risky business?

Lycetts' Charles Foster on plugging the diversification knowledge gap

Faced with burgeoning economic pressures, volatility in agricultural commodity markets and questions over future subsidy support post-Brexit, there is an increasing compulsion for farmers to diversify. A tough transitional period will almost certainly ensue following any overhaul of the existing farm payments system, yet it may also present new opportunities for a profitable future.

New Zealand's farm reforms in the 1980s, for example, proved the catalyst for diversified land use, new product development and a vibrant new rural economy. An entrepreneurial spirit, combined with a start restructuring of operations, could see the nation's farmers prosper in a similar vein.

Diversification, however, will inevitably come with business risks, and a lack of experience in new non-farming activities and ventures means many of these risks may be unforeseen.

Mitigating these risks calls for shared business planning and investment strategies, along with judicious risk management assessments and prudent, supporting, insurance arrangements to protect against potential new liabilities.

**Untapped energy potential**  
Low-carbon renewable energy schemes, such as solar electricity, biomass generation or wind turbines, have seen significant uptake in recent times.

According to Defra's Farm Business Survey 2015/16, renewable energy is the second most popular form of diversification, with 23% of businesses generating green energy.

While recent regulation changes and cuts to government support are likely to impact the viability of future schemes, the cost of renewable energy technologies has fallen and there may still be opportunities for farmers to reduce existing energy costs.

The caveat, however, is to be mindful of disparate quality standards of equipment and installations. Insurance cover is available for renewable energy construction and installation and specialist engineering equipment breakdown but associated losses are not. For equipment deemed less reliable, premiums may prove extremely costly and in some cases, uninsurable.

### Rural tourism

Increasing in recreational and tourism-related activities – from holiday lets, camping and bed and breakfast enterprises to cafe, retail outlets and adventure trails – can unlock substantial revenue streams.

Regardless of the venture, however, legal liabilities and potential claims for damages on farm premises looms large. Health and safety risk assessments along with measures and procedures to ensure a safe environment for the public are an essential consideration at design stage. These may include everything from adequate signage areas. Insurers may even request an inspection of the site to satisfy themselves that quality standards are being met.

### Fail to prepare, prepare to fail

The second most profitable activity behind the letting of buildings for non-agricultural use, according to the Farm Business Survey, is on-farm processing and sale of farm produce. This has generated an average income of £9,600 per farm.

Managing risk when diversifying into the processing of foods, such as cheese, wine, jam and bread, calls for an understanding of relevant legislation and regulations. These will cover key areas such as trade descriptions, health and safety, food safety and weights and measures.

Such a move should also see early stage involvement of Environmental Health Officers (EHOs) to ensure good practice regarding production and hygiene. Trading involved in areas such as labelling, weights and measures.

From an insurance perspective, a suitable level of products liability cover should be in place in case sold produce inadvertently cause illness amongst customers. Although products liability is usually included alongside public liability insurance for farms, the indemnity limits commonly around £5 million, may be deemed inadequate. Employers' liability will cover risks associated with processing by staff.

Other insurable risks, such as loss of income from product recalls in the case of large-scale processing and production, or cover for high value stock kept in storage, should also be considered.

### A helping hand

Although diversification is becoming an increasingly important route to generating farm income, critical gaps in knowledge and experience from the outset are inevitable.

These can be plugged by



Diversify Now

## Farminguk

10 January 2018 | Online since 2013

'Scourge of the countryside': Councils could gain new powers to combat fly-tipping



Waste crime and fly-tipping blights rural communities

Councils could gain new powers to tackle fly-tipping, which has been described as the 'scourge of the countryside'.

The government is considering new proposals to introduce hefty new fines for people who commit illegal dumping of rubbish.

The proposals will specifically target people caught using unlicensed waste carriers.

The Defra consultation has also suggested new powers for Environment Agency officers to look gates or block access to problem waste sites to prevent thousands of tonnes of waste illegally building up.

Environment Minister Theresa Coffey said: "Waste crime and fly-tipping blight our communities and spoil our countryside, and we need determined action to tackle it."

"These new powers for the Environment Agency will curb the rise of waste sites that continue to operate outside the law."

"But we must all take responsibility for our waste to make sure it does not end up in the hands of criminals who will wilfully dump it."

The consultation launched on Monday (15 January), and it will also scrutinise how the waste sector performs.

The proposals need to pass a vote in Parliament, which will commence this spring.

'Scourge of the countryside'

Farming UK

## Wheat that can survive drought

Ben Barrett

Journalist

Yorkshire scientists have engineered wheat plants that are better equipped to survive in drought conditions associated with climate breakdown.

The breakthrough could help inform more resilient food systems in the face of climate change and increasing demand for food from a growing population.

The study, by the University of Sheffield's Institute for Sustainable Food, involved breed wheat that had been engineered so that their leaves had fewer microscopic pores – called stomata.

Grown in conditions similar to those expected under climate breakdown, with higher levels of carbon dioxide and less water, the engineered plants used less water than conventional wheat but maintained photosynthesis and yield.

Julie Gray, Professor of Plant Molecular Biology at the Institute for Sustainable Food, said: "Wheat is a staple food for millions of people around the world but as extreme droughts become more frequent, farmers face the prospect of dwindling yields."

"Developing wheat that uses water more efficiently will help us to feed our growing population while using fewer natural resources, making our food systems more resilient in the face of climate breakdown."

In common with most plants, wheat uses stomata to regulate its intake of carbon dioxide for photosynthesis, as well as the release of water vapour.

When water is plentiful, stomatal opening helps plants to regulate temperature by evaporative cooling: a process similar to sweating.

In drought conditions, wheat plants normally close their stomata to slow down water loss, but wheat with fewer stomata was found to wither faster even better, and conserve water to cool itself, the study published in the *Journal of Experimental Botany* found.

The research builds on the Institute for Sustainable Food's separate work to develop 'climate-ready' rice.

The study found that rice with fewer stomata used 40 per cent less water than conventional breeds and was able to survive drought at temperatures of 40°C.

Globally, farming accounts for up to 30 per cent of freshwater use. On average, 1,800 litres of water is needed to produce a single kilogram of wheat, prompting concerns over the impact of scarce water supplies as the climate changes.

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Scottish Land and Estates

### CROP PROTECTION

Farmers are being promised payouts for yield downturns by a new insurance policy.

Lycetts and Farmers & Mercantile Insurance Brokers said their new Crop Shortfalls Insurance triggers payouts to farmers if extreme weather causes yields in their region to fall below the historic average.

Rupert Walles-Fairburn, director at Lycetts, said: "At a time when arable farmers are facing increasing weather volatility, along with uncertainty over post-Brexit subsidies, there is increasing demand for financial protection against burgeoning risks."

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BREAKTHROUGH: Wheat is a staple food for millions of people.

Yorkshire Post



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