

# AGRICULTURAL UNIVERSITIES COUNCIL

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Chief Land Use Policy Adviser  
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The logo for the Agricultural Universities Council (CLA). It consists of the letters 'CLA' in a bold, white, sans-serif font. A stylized, curved line in shades of yellow and orange arches over the letters, suggesting a landscape or a path.

# THE COUNTRY LAND AND BUSINESS ASSOCIATION

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## PURPOSE AND VISION

- To champion, protect and enhance our rural economy, environment and way of life
- Unlock potential of the rural economy
- Feed the country, create jobs and prosperity, invest in communities and protect the environment for future generations



# COUNTRY LAND AND BUSINESS ASSOCIATION

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27,000 member  
across England and  
Wales



Over have the  
agricultural area



85% of traditional  
estates



50% of member have  
less than 80 ha



90% of members  
have some form of  
diversified income



Member are the  
biggest provider of  
affordable rural  
housing

- **Over 100 staff members**
- **National team in London**
- **5 Regional office in England and 1 in Wales**

# WHAT WE DO FOR MEMBERS

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Lobby government on key issues



Forward thinking policy development



Provide advice through a range of channels



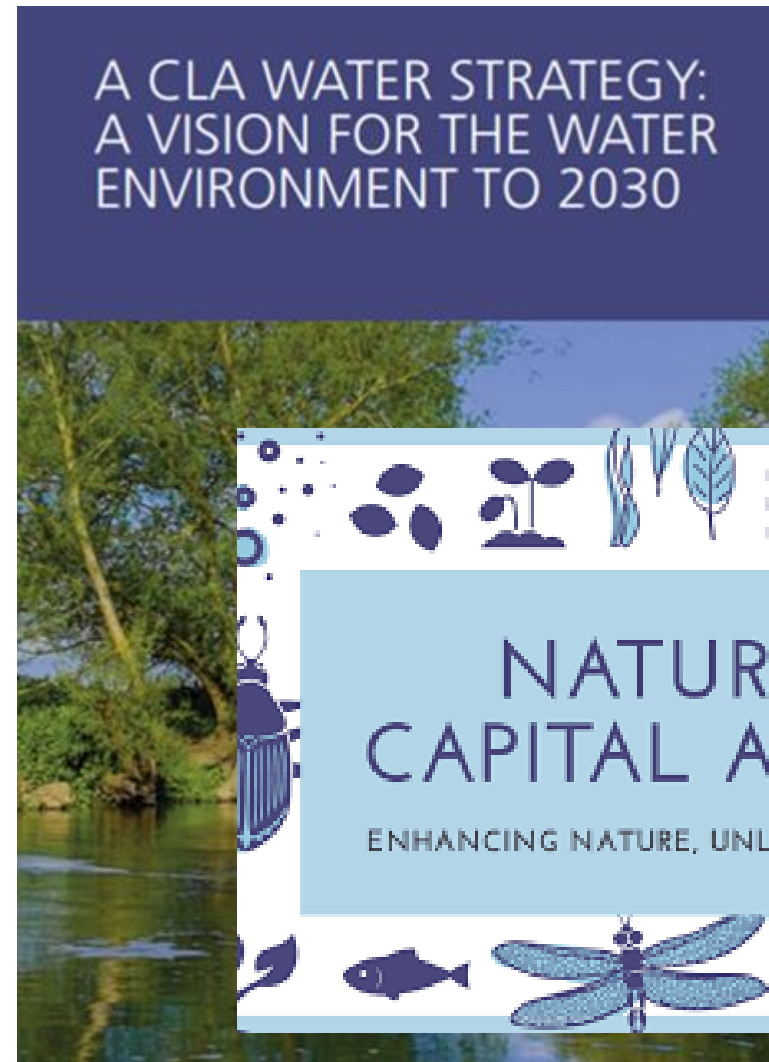
Industry leadership and representation

# CLA RURAL POWERHOUSE CAMPAIGN



# FORWARD THINKING POLICY

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## CLA Briefing on carbon markets for landowners

(available on request)



# CLA ADVICE

- Land and Business magazine (members only – but some available as blogs)
- Information hubs on website
- **Guidance notes (Members only)** e.g.
  - Transition schemes
  - Environmental collaboration
  - Business planning
- **Webinars/Podcasts**
- **National and regional events**
- **Telephone advice** - regional and national teams



# RESOURCES FOR EDUCATION

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- Policy reports and briefings
- Research project reports
- Blogs and analysis
- **Farm business contacts**
  - Visits
  - Primary research
- **Expert speakers - Policy**
- **Student research advice**
- **Paid internships**
- CLA sponsorship at Harper Adams

## RECENT OR FORTHCOMING WEBINARS

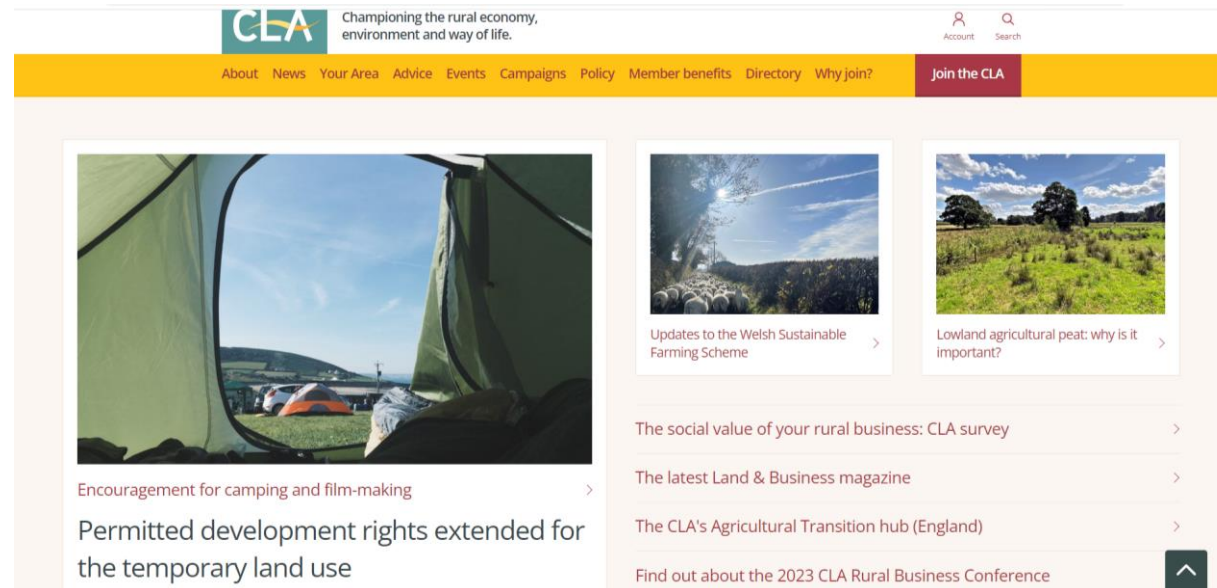
- [Rural Housing Week](#)
- Biodiversity Net Gain offsets
- [Local Nature Recovery Strategies](#)
- [Building trust with RPA](#)
- [Heritage planning](#)
- [Rural England Prosperity Fund](#)
- Succession Planning



# CONTACT DETAILS

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