



BROWN & CO

LAND MARKET UPDATE

— 2025 —

MARKET COMMENTARY

Once again in 2024 the agricultural land market has not failed in providing us an abundance of activity.

Reflecting on the transactional business conducted during 2024, there is a general consensus, amongst those who plied their trade in this sphere, that in terms of value, the market has once again stretched its legs.

There has been an obvious increase in public offerings to the market in 2024, which combined with the plethora of private transactions across the country, means that more land has been marketed and traded than for some years. Land sales, both, in terms of numbers and acreages, has certainly bucked the 5-year average.

As always, the reasons for sale and purchase remains varied, although it remains overstated that purchases for tax reasons alone, are being made. I suspect in most cases this year; purchases would have been made regardless of the tax regime in situ at the time.

Values have remained very strong generally and the market evidence actually suggests that on the whole they have increased in the last 12 months. Unsurprisingly, activity was frenetic in the months, weeks and even days before the Budget.

As for 2025, it may be the case that the market will draw breath as decisions are put on hold as the recent Budget and eventual outcome are untangled. At the same time there is no real evidence that those wishing to make land purchases have been deterred by recent events in Westminster. On balance, our advice is that one should plough on as planned if a decision has been made to sell.

The Budget has initiated much discussion and speculation on how the market will react to the proposals, if and when, they come to fruition in the eventual Finance Bill. There is a chorus of suggestions that we should expect a significant increase in the amount of land finding its way to the market, coupled with a weakening demand for this property class as it is stripped of some of its fiscal attractiveness.

Personally, I am not sure that this is such an obvious outcome of the proposed change in government policy. In my near 30-year experience, I have noted that the market has very rarely reacted in accordance with the popular speculation. Certainly, this has been the trend since 2006.

The new breed of buyer, with an environmental bias, and with whom we have had some limited experience to date, is beginning to get some real traction in the market place. In tandem with existing buyers in the market place looking to roll over gains from development land sales, who have been largely unaffected by the Budget, we still have some significant influencers in the market, which stands us in good stead for 2025. We should also not forget that some reliefs will remain for agricultural property, so all is not lost for this property class and investors looking for IHT shelters which don't exist elsewhere generally.

As always location is vital, and I repeat my advice of last year in stating that local knowledge will be crucial if one plans to operate and invest into this market. All our Farm Agency team are available for a no obligation discussion on the market at any time.

By Charlie Bryant
Head of Brown&Co's Farm Agency Team



SSTC

Strategic Rural Portfolio, Nationwide | Guide: £11,500,000
208 hectares (515 acres). A portfolio of freehold land with strategic potential, residential elements and farm buildings across Buckinghamshire, Surrey, Oxfordshire and Essex.



SOLD

Land North East of Bury St Edmunds, Suffolk | Guide: Confidential
Approx. 308 hectares (760 acres). Predominantly bare Grades 2 and 3 arable land with some woodland, sold privately for a client in an off-market transaction which completed in September 2024.



SOLD

Manor Farm, Spredlington, Lincolnshire | Guide: £6,700,000
193 hectares (478 acres). An outstanding fully equipped arable farm with irrigation, excellent farm buildings including grain and potato storage, 2 farm cottages and a building plot for replacement farm dwelling.



SOLD

Round House Farm, Boston, Lincolnshire | Guide: £6,450,000
155 hectares (383 acres). An outstanding silt farm with irrigation located within an area renowned for its cropping. The farm benefits from a large farmhouse, spacious yard and a range of buildings offering development opportunities.



SOLD

Hall Farm, Northwold, Norfolk | Guide: £4,750,000
118 hectares (292 acres). Exceptional farming and investment opportunity with irrigated arable land, a range of modern and traditional farm buildings and land under option for solar array.



SOLD

Hillside Farm, Brooke, Norfolk | Guide: £4,500,000
125 hectares (309 acres). A Grade II Listed 5 bedroom farmhouse with a selection of arable, grazing and woodland, plus a range of traditional and modern farm buildings, a fishing lake and lodge.



PURCHASED

Gaydon Hill Farm, Warwickshire | Guide: £7,650,000
211 hectares (523 acres). Productive arable and pastureland in a strategic location with good access to the M40 J12, including a farmhouse and pair of cottages, along with modern and traditional farm buildings. Purchased privately for a client.



PURCHASED

Land South of Bury St Edmunds, Suffolk | Guide: Confidential
210 hectares (520 acres). A combination of productive arable land and woodland situated to the south of Bury St Edmunds. Purchased privately for a client in an off-market transaction in September 2024.



SOLD

Mount Pleasant Farm, Melton Mowbray, Leicestershire | Guide: £3,000,000
122 hectares (302 acres). A ring-fenced block of productive arable land, including a single field of permanent grassland and a former crew yard of buildings, situated within the Vale of Belvoir.



SOLD

Land at Cowland, Drifffield, Yorkshire | Guide: £1,400,000
45 hectares (112 acres). A productive single parcel of good quality, productive arable land located in the heart of the Yorkshire Wolds. The area is renowned for its high yielding soils which are free draining and easy working.

WHY CHOOSE US?

Brown&Co has a wide network of agents and farm consultants each with expert local knowledge.

We are a multi-disciplinary Firm with teams dealing with residential and commercial property, all aspects of architecture and planning as well as our land agency and farm consultancy teams.

Our active international offices in St Lucia, Poland and Romania, combined with our other operations in Europe and South America, mean we have access to and understand international buyers.

Every sale, whatever size, is handled with the same dedication and professionalism.

For personalised, professional advice and guidance during any transaction contact our experienced agency team.



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