

1. Background

- 1.1 The RICS~RAU Farmland Market Directory of Land Sales is generated from information provided by land agents from across the country. The Directory provides a detailed list of land transactions, normally representing some 500 individual transactions per annum ranging from small areas of bare land to large estates.
- 1.2 The Directory is normally produced twice yearly, covering the periods January to June and July to December in each year. This report provides a summary of the data for the period from the 1st of July to 31st of December 2024. The Directory of transactions is now available on the RICS website.
- 1.3 As always, the RICS and RAU are very grateful to members and others who have submitted data to the survey. If you are not contributing to the survey but would like to be included in the circulation list to make a return in the future, please email ricssurveys@rau.ac.uk

2. Transactions

2.1 Total

- 2.1.1 In total 277 transactions were reported for the period and are analysed in this summary. As always, some transactions submitted were off market or with no guide price provided and consequently they are not included in the Directory.
- 2.1.2 This compares with 219 transactions from the previous survey (H1 2024). Table 1 shows the historical number of transactions analysed in previous periods.

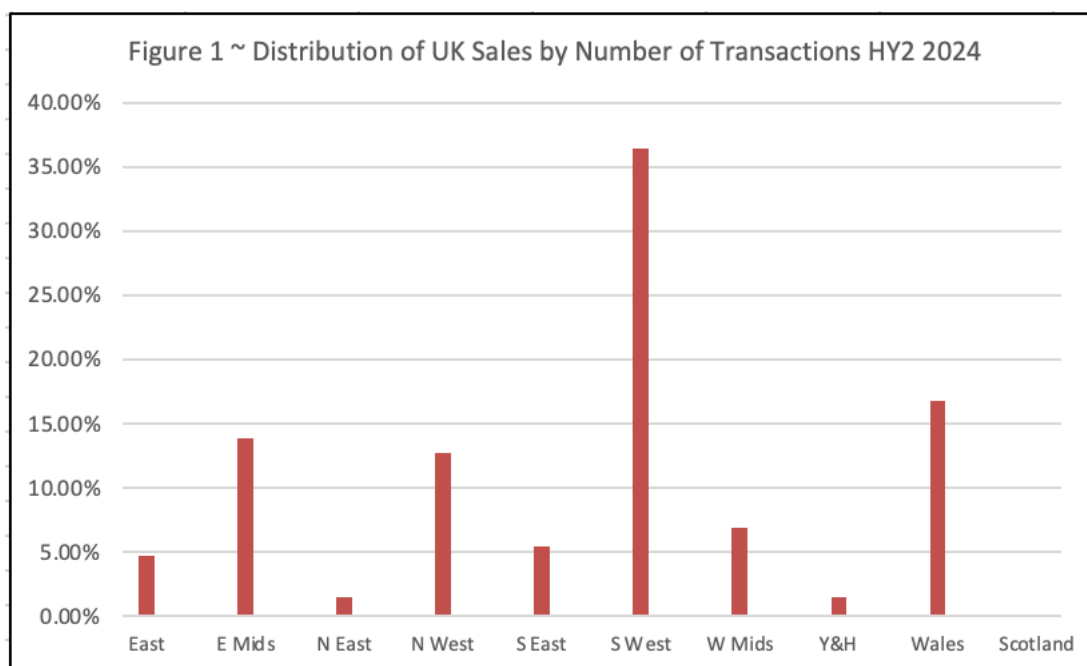
Table 1 ~ Historical Numbers of Transactions

	2H2024	1H2024	2H2023	1H2023	2H2022	1H2022	1H2021
No. of Transactions reported	277	219	314	217	258	232	257

2.2 Distribution

- 2.2.1 There were 228 transactions (83%) reported in England, 46 (17%) in Wales and none in Scotland. The largest number of transactions reported was from the South West, as per previous surveys. The distribution of reported sales is shown in Figure 1¹.

¹ Regional distribution relies on the regional information provided by respondents.



2.2.2 The distribution by size reflected the trend of recent surveys; 82% of the transactions reported in the overall survey were for sales of 50 acres or less (small), 14% for sales of between 51 and 200 acres (medium) and 4% for sales of more than 200 acres (large). Comparative figures for the last four years are shown in Table 2. The smallest sale in the sample was less than 1 acre and the largest 912 acres (2024 H1 1:2526, 2023 H2 1:1491, 2023 H1 1:333acres, 2022 FY 1:6,750 acres, 2021 FY 1:612 acres 2020FY 1:2,000 acres).

Table 2 ~ Distribution of Sales by Number

Size	2024 H2	2024 H1	2023 H2	2023 H1	2022 H2	2022 H1	2021 H2	2021 H1	2020 FY
Small (< 50 acres)	82%	76%	84%	79%	81%	79%	82%	82%	73%
Medium (51 to 200 acres)	14%	17.5%	11%	18%	14%	17%	14%	16%	20%
Large (> 200 acres)	4%	6.5%	5%	3%	5%	4%	4%	2%	7%

2.2.3 Unsurprisingly, given the preponderance of small sales, there was no meaningful difference in terms of size distribution between different countries and regions in the survey.

2.3 Area

2.3.1 The total area of transactions submitted to the survey was approximately 12,000 acres, down by 4,300 acres from H1 2024. This does seem to buck the normal trend of previous years when more transactions tend to take place in the second half of the year. The data received was of a good quality and could be included in the report, including off market sales. Thus, almost 99% of sales submitted are included in the Directory and the analysis in this report.

2.3.2 The distribution by area is naturally rather different to that by number of transactions. Overall, 29% of the sample by area is in small sales, 36% in medium sales and 35% in large sales. Table 3 shows the comparative figures for the previous four years.

Table 3 ~ Distribution of Sales by Area

Size	2024 H2	2024 H1	2023 H2	2023 H1	2022 H2	2022 H1	2021 H2	2021 H1	2021 FY	2020 FY
Small (< 50 acres)	29%	16%	23%	30%	18%	30%	27%	41%	34%	26%
Medium (51 to 200 acres)	36%	24%	24%	47%	18%	40%	38%	45%	41%	38%
Large (> 200 acres)	35%	60%	53%	23%	64%	30%	35%	14%	25%	36%

2.3.3 There is quite a difference between the regions in terms of the scale of properties sold. Whilst the majority have a significant number of small sales, for this survey two regions reported no large sales in England, with East Midlands region reporting the highest amount of large sales.

2.4 Value

2.4.1 The total value of all the transactions reported in the Directory for the second half of 2024 was approximately £187million compared with £190million for the previous survey then, £258million (H2 2023) £112million (H1 2023), £180 million (H2 2022), and £147 million (H1 2022).

2.4.2 Distribution by value in this survey reflects the fewer large sales with having the least proportion of value at 30%. The highest distribution by value being the small sales at 39%, followed by 31% in medium. The analysis by country for England and Wales is shown in Figure 2, and a comparison with previous years is in Table 4.

Figure 2 ~ Distribution of Sales by Value England and Wales

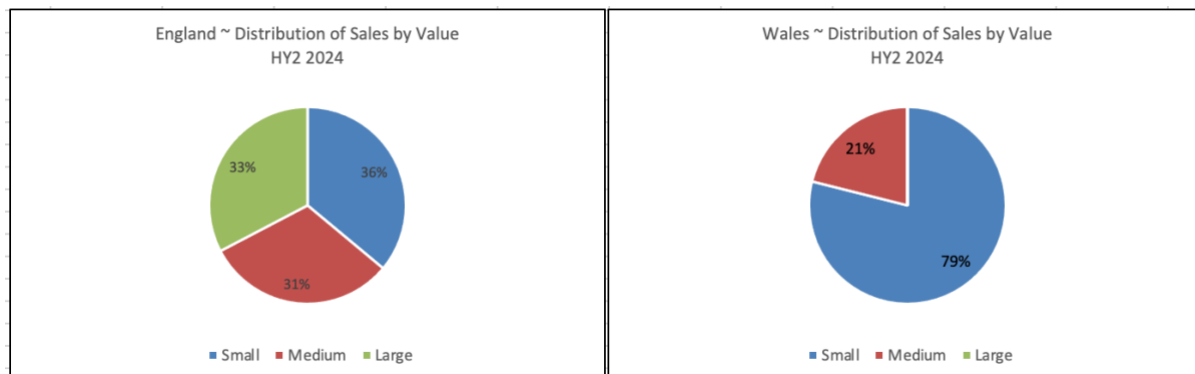


Table 4 ~ Distribution of Sales by Value Overall

Size		2024 H2	2024 H1	2023 H2	2023 H1	2022 H2	2022 H1	2021 H2	2021 H1	2021 FY
Small (< 50 acres)		39%	27%	37%	39%	32%	45%	44%	59%	52%
Medium (51 to 200 acres)		31%	27%	22%	44%	25%	34%	33%	33%	33%
Large (> 200 acres)		30%	46%	41%	17%	43%	21%	23%	8%	15%

2.5 Property

- 2.5.1 Whilst most responses provide details of the 'Property Type', sorted into Dwellings, buildings and land, Buildings and land or Bare land, some are incomplete with a degree of uncertainty as to the type of property involved. That makes analysis by property type slightly problematic although there are relatively few incomplete responses.
- 2.5.2 Accepting that margin for error, the distribution between the property types is, unsurprisingly heavily weighted towards bare land sales. Overall, 70% of the transactions in the sample were Bare Land, 12% Land and Buildings and 18% Dwelling(s) Land and Buildings. This is similar to previous survey, the comparison with the previous years is provided in Table 5 below.

Table 5 ~ Distribution of Sales by Property Type

Size	2024 H2	2024 H1	2023 H2	2023 H1	2022 H2	2022 H1	2021 H2	2021 H1
Bare Land	70%	68%	63%	75%	69%	63%	64%	59%
Land & Buildings	12%	9%	12%	9%	11%	9%	13%	12%
Dwellings, Land & Buildings	18%	23%	25%	16%	20%	28%	24%	29%

2.5.3 The figures for England are the same as the overall sample, 71%, 11% and 17% respectively. As in previous surveys there were a few smallholding² sales in Wales where 65% of transactions were for Bare Land, 13% Land and Buildings and 22%, Dwelling(s), Land and Buildings.

2.5.4 Distribution by value is heavily influenced by residential values with 38% of the overall value reported being for Bare Land, 10% for Land and Buildings and 52% for Dwellings, Land and Buildings, the latter figure reflecting the fact that complete holdings represent 44% of the area sold reported to the survey.

3. Average Price

3.1 There is a very wide range of property included in the reported transactions and consequently the overall average price can vary significantly between surveys depending on the nature of the sample. That challenge is addressed in part by the Weighted Average calculation explored further in Section 4 below.

3.2 The overall average price for all the property reported to the survey was £16,119 per acre or £39,830 per hectare. This compares with £11,478 per acre or £28,363 per hectare from the previous survey. Details of previous surveys are provided in Table 6. Commentators should beware of straining too hard to interpret the land market from these figures, much of the volatility reflects the diverse nature of each survey sample.

Table 6 ~ Average Prices All Reported Transactions

Average Price	2024 H2	2024 H1	2023 H2	2023 H1	2022 H2	2022 H1	2021 H2	2021 H1
£ per acre	16,119	11,478	15,712	14,021	10,091	15,888	13,390	16,210
£ per hectare	39,830	28,363	38,824	36,646	24,935	39,259	33,087	40,056

3.3 This survey only had 3 tenanted sales (average £5,698 per acre).

² In this instance 'smallholding' is simply the descriptor used in the survey and is not necessarily a statutory smallholding

- 3.4 These figures are the average of all reported transactions. Again, there are some gaps in reporting in the 'Property Type' column however given that these are relatively few, the averages for the three 'types' of property in the survey are set out in Table 7 below, reflecting the presence of tenanted sales figures are given both on an overall basis and for property sold with vacant possession. However, with minimal tenanted sales this only slightly impacted the Bare Land average price.

Table 7~ H2 2024 Average Prices All Reported Transactions by Property Type

Property Type		Overall	England	Wales
		£/acre		
Full Sample				
Bare Land		12,769	13,145	9,811
Land and Buildings		17,051	17,722	10,979
Dwelling(s), land and buildings		18,736	18,185	32,318
Vacant Possession Property Only				
Bare Land		13,089	13,392	9,811
Land and Buildings		17,051	17,722	13,147
Dwelling(s), land and buildings		19,153	18,602	32,318

4. Weighted Average

4.1 The Weighted Average

- 4.1.1 The previous RICS~RAU Land Market Survey series (as distinct from the Directory) included a 'Weighted Value' used to create the Rural Land Price Index and developed to reflect approaches adopted in earlier land market surveys. Generating that weighted value involves both excluding those sales reported where residential value is more than 50% of the sale price, or with some other reported distortion such as development value or the impact of a secure tenancy and applying a regional adjustment to reach an overall average figure. That national 'weighted average' was previously reported alongside the opinion-based figures, which were at the core of the previous Land Market Survey.
- 4.1.2 Whilst the opinion-based Land Market Survey data is no longer collected the transactions reported to the Directory of Land Prices make it possible to generate the 'Weighted Average' figure as previously used for the index. The Weighted Average value per hectare (as traditionally reported) for the first half year 2024 was £37,520 per hectare (£15,184 per acre). That compares with £31,488 per hectare (£12,743 per acre) for the previous survey. A comparison of the last ten surveys is set out in Table 8.

Table 8 ~ Weighted Average Price

	£ per hectare	£ per acre
H2 2024	37,520	15,184
H1 2024	31,488	12,743
H2 2023	34,343	13,989
H1 2023	32,074	12,970
H2 2022	31,810	12,873
H1 2022	32,173	13,020
H2 2021	28,839	11,671
H1 2021	27,191	11,004
Full Year 2020	25,674	10,390
H2 2019	23,151	9,369
H1 2019	24,414	9,880

4.2 Regional Analysis

4.2.1 The initial sifting process required to create the 'Weighted Average', removing properties where the residential value represents more than 50% of the sale price and other anomalies, generates a reduced database of transactions. For this survey 12% of the transactions were removed (lower than previous surveys) leaving 242 transactions in the weighted analysis.

4.2.2 The transactions in that reduced database have been analysed by location and size in Table 9 below³. In some cases, that analysis is based on relatively few transactions in each category and is thus vulnerable to the impact of individual transactions.

Table 9 ~ Weighted Sample Average Prices by Location and Size

³ These figures represent the average of actual transaction prices before any weighting to construct the Weighted Average Figure.

Weighted Sample	Small <50 ac		Medium 50-200 ac		Large > 200 ac	
	£/ac	£/ha	£/ac	£/ha	£/ac	£/ha
East	13,686	33,818	13,686	33,818	13,163	32,525
East Midlands	16,965	41,921	10,251	25,330	15,166	37,475
North East	15,909	39,311	17,000	42,007	0	0
North West	14,039	34,691	11,203	27,682	12,440	30,740
South East	18,116	44,766	36,351	89,824	15,411	38,080
South West	15,393	38,037	14,783	36,529	0	0
West Midlands	27,002	66,723	14,929	36,890	13,087	32,339
Yorks & Humber	13,179	32,565	0	0	11,364	28,080
England Overall	16,256	40,170	13,676	33,794	13,987	34,563
Wales	15,201	37,562	10,541	26,046	0	0
GB Overall	16,077	39,726	13,482	33,313	13,987	34,563

5. Comments

- 5.1 Respondents were invited to offer their comments on the market during the second half of 2024.

HJBURT

The last six months has seen the usual cross spread of land values relative to size, location and format of the holding. The residential element of the market has seen a more cautious and price sensitive note pre and post General Election and then the less than positive run up to and aftermath of Rachel Reeves' first budget that some feel could have a material effect on land values. At the same time, the economic influences of supply and demand will continue, and expect that at least in this part of the country (West Sussex) that even with land supply potentially increasing there will remain good demand from a range of potential buyers for land with their different land use and buying intentions.

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The South West Land & Farms market demonstrated resilience in the latter half of 2024, with prices surpassing the Guide Price in the majority of transactions (64% of our total sales). The availability of farmland for sale may be set to see an increase, driven by the impending changes to Agricultural Property Relief (APR) and Business Property Relief (BPR), set to take effect from 6th April 2026, which may in turn see prices softening if demand doesn't meet the increased supply.