

# Wales Rural Professionals Conference 2026.

**Thursday 12th February 2026**

Metropole Hotel – Temple Street, Llandrindod Wells,  
Powys, LD1 5DY

**Are you ready for the next  
chapter in Rural Wales?**



# Conference Programme.

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TIME	DETAILS	SPEAKER
8.45	Registration, tea/ coffee & networking	

## SESSION 1

SFS – a partnership approach

Chair: Wendy Jenkins, CARA Ltd

9.30	Introduction & Welcome	Wendy Jenkins, CARA Ltd
9.35	Where we have got to with the scheme – general update	Dave Ashford, Welsh Government
10.00	Practicality of filling in the application – pitfalls and what to look out for	Hugh Morgan, Welsh Government
10.45	Questions	
11.00	Break	

## SESSION 2

Securing Rural Futures: Economics, Assets, and Employment

Chair: Mark Lord, Berrys

11.20	Economy overview	Martin Lyons, HSBC Head of Agriculture
11.40	Evaluation of assets – pension/ stocks & shares – April start date	Samantha Rees
12.10	Getting employment status right on the Farm: Practical lessons learned from a successful civil penalty case	Andrea Thomas, Lynne Adams, HCR Law
12.30	Questions	
12.40	Lunch Break	

## SESSION 3

Innovation and Inspiration: Stories Shaping the Future of Farming

Chair: Iwan Price, CARA Ltd

13.45	Farmer story – brewery Followed by questions	Mark & Emma Evans, Old Farmhouse Brewery Ltd
14.15	AI is the future of farming	Peter Gill, Social : Farmers
15.15	Summary & take home messages	Henry Matthews, Writtle College
15.30	Conference Close Tea, Coffee & Networking	



# Booking form.

## How to book

**ONLINE:** [www.soc-ag.org](http://www.soc-ag.org)

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