

Policy Research

Public Goods and Public Intervention – Thematic Working Group 3

European Network for Rural Development, with IEEP, 2009-10

This project involved a baseline review of how Member States and Regions across the EU-27 state they are intending to deliver a range of environmental and social public goods associated with agriculture through their Rural Development Programmes over the period 2007-2013. Our work has involved analysing data and contributing the production of overview and analytical reports. We anticipate undertaking further related work for the ENRD with IEEP in forthcoming years.

The Future of Farming and Forestry in the Cotswolds

Cotswolds Conservation Board, with LUC & RAC, 2009

This study explored the potential impacts of climate change and globalisation on farming and forestry in the Cotswolds AONB. It identified a number of scenarios and their probability and assesses the consequences for the special features of the AONB. Policies and actions to promote and guide change in farming and forestry are recommended. The research involved analysis of up to date data and literature, workshops with farmers and foresters, and scenario modelling. The report can be viewed at

<http://www.cotswoldsaonb.org.uk/userfiles/file/Publications/Final%20Report%20September%2009.pdf>

Cross Compliance Consultation: Analysis of Responses

Defra, with IEEP, 2009

This project involves the analysis of responses to Defra's 2009 cross compliance consultation, working as part of a broader team led by IEEP. Areas covered by the consultation include recapturing the environmental benefits of set-aside, introducing a new GAEC standard covering buffer strips next to watercourses and a number of changes to existing cross compliance standards. Aside from analysis of responses, our work involves the design of the database for analysis and the logging of responses.

Hill Farming Systems in South West England: Economic Viability and the Delivery of Public Goods

Duchy of Cornwall & Dartmoor and Exmoor NPAs, with University of Exeter and Duchy College, 2008

This research was undertaken to inform a review of the future viability of hill farming systems in the South West England. It drew on Farm Business Survey data and considered the economic performance of hill farms pre-SPS and post-SPS, using various scenarios to the period to 2012. It also considered the impacts of potential changes in public support over the period. The report can be viewed at

<http://www.dartmoor-npa.gov.uk/laf-full-report.pdf>

Impacts of Single Payment Scheme on Woodland Expansion

Woodland Policy Group (Land Use Policy Group), 2008

This project explored the extent to which the Single Payment Scheme (SPS) introduced in 2005 has encouraged or discouraged woodland expansion on farmland in the UK. The study looked at SPS eligibility, cross compliance and permanent pasture rules as well as the interface between SPS and agri-environment/woodland schemes. Recommendations were made to overcome potential SPS and other barriers to woodland expansion on farmland including actions at country, UK and European level. The report can be viewed at

<http://www.lupg.org.uk/Default.aspx?page=142>

Taking a Strategic View of Land Use: A Policy Options Paper

Environment Agency, 2008

This project assessed the key future land use issues for England and Wales over the next few decades and proposed a limited number of new policy options to manage the challenges ahead. These policy options were appraised and then considered in the context of the Environment Agency's 2030 scenarios. The intention is to enable the Environment Agency to plan more effectively how it might influence land use and land use policy under different policy climates.

Evaluation of the Environmental Impacts of Milk Quotas

European Commission DG-Agri, with Alliance Environment & IEEP, 2007-2008

The aim of this major project for the EC, was the evaluation of the environmental impacts of milk quotas. This was the sister project to the earlier evaluation covering the EU beef and dairy regimes. The evaluation covered all Member States over the period 1988 to the present day and focused on the impacts of the different systems of application of the milk quota system in Member States. The study is important given the proposed phasing out of milk quotas as set out in the CAP Health Check. We were involved with the overall evaluation as part of the 'expert group' as well as being responsible for the Ireland case study.

Funding for Farmland Biodiversity in the EU

RSPB, with IEEP, 2007

This project aimed to provide RSPB with information to influence the EU Budget review in 2008-9 in order to secure a better match between the funding requirements for reversing farmland biodiversity decline, in particular farmland birds, and the targeting and efficiency of EU funding streams. Our work involved a spatial analysis of EU spending on land management and biodiversity, a review of biodiversity data, GIS mapping, comparative analysis, and the development of policy recommendations. In addition to providing an EU overview, a number of specific countries were examined as case studies.

Cross Compliance - A Policy Options Paper

Land Use Policy Group, 2007

The aim of this project was to provide the Land Use Policy Group with policy options for the future of cross compliance. The paper summarised the rationale and context for cross compliance, the different approaches used by Member States, research findings on the environmental benefits and dis-benefits of cross compliance and the added value provided by cross compliance alongside existing regimes and programmes. Policy options for the development and evolution of cross compliance were then provided covering the short, medium and long term. The long term options covered the situation in which Pillar 1 of the CAP is substantially reduced or removed and Pillar 2 dominates. The paper can be viewed at http://www.lupg.org.uk/pdf/pubs_07Crosscompliancefinalreport_June07.pdf

Retaining the Environmental Benefits of Set-Aside – A Policy Options Paper

Land Use Policy Group, 2007

This project summarised set-aside policy, its development, its benefits and dis-benefits. In particular it gave evidence of the need to retain set-aside for biodiversity, water and climate change. The project assessed the current and future drivers of change, particularly the desirability/likelihood of biofuels being grown on previous set-aside land. The project provided policy options for retaining the environmental benefits of set-aside, explores the mechanisms available (regulation as well as incentive) and considered the public cost of these. The paper can be viewed at

http://www.lupg.org.uk/pdf/pubs_Retainingenvbenefitsofsetaside07.pdf

Evaluation of the Environmental Impacts of the EU Beef and Dairy Regimes

European Commission DG-Agri, with Alliance Environnement & IEEP, 2007

The aim of this challenging, major project for the EC, was the evaluation of the environmental impacts of CAP measures and direct support measures relating to the beef and veal sector and the milk sector. The evaluation covered 15 Member States over the period 1988 to the present day. We were involved with the development of the evaluation methodology as part

of the 'expert group' as well as being responsible for the Ireland case study. The report can be viewed at http://ec.europa.eu/agriculture/eval/reports/beefmilk/index_en.htm.

Integrated Farm Management

Defra, 2006

This project involved the provision of advice on Integrated Farm Management (IFM) to Defra on a call-off contract. The aim of the work was to identify opportunities and pitfalls relating to Defra's support of IFM, refine ways in which IFM could be supported at farm-level and wider and gain the views and engage support from external stakeholders.

Research into Tenant Incomes

Yorkshire Water Services Ltd, 2006

This research provided a quick and high level assessment of the impact of the Common Agricultural Policy (CAP) reform and other recent/anticipated policy and market changes on the incomes of YWS tenants. The work involved a literature review and economic analysis of the impact of different future scenarios on characteristic farm types, including SDA and DA livestock farms. The sensitivity of income changes to key variables such as the proportion of land above the moorland line, stock type, stocking rate, agri-environment scheme participation/eligibility and size was also explored prior to making recommendations for future action.

Set-Aside Management and Cross Compliance Conditions in France and Germany

Defra, with CCRU, 2006

This research reviewed set-aside management rules and cross compliance 'Good Agricultural and Environmental Conditions' in France and Germany, and compared them with the position in England. It then assessed the extent to which the two sets of conditions are co-ordinated or streamlined, with a view to shedding light on the potential to simplify the systems currently in place in England.

Analysis of Scenarios of Co-financing and Voluntary Modulation

Defra, with IEEP, 2006

This project analysed the impacts of different scenarios of co-financing and voluntary modulation (VM) in terms of farm production decisions, farm restructuring, agri-environment scheme participation and environmental impacts. The scenarios explored ranged from the present day baseline of 7.5% VM and match funding to 20% VM and no match funding. The work involved a literature review, in house analysis and a workshop involving independent policy experts.

Assessment of the Impact of HFA Policy Options on Upland Farms and Land Use in SDAs and DAs in England

Defra, with IEEP & CCRU, 2005-2006

This research assessed the potential impacts of different policy options for hill farm support. These include farming, land-use and environmental changes. Regional differences were identified. This work will feed into the review of support for upland farmers and a parallel study, 'Economic valuation of environmental impacts in the SDAs'. Our report is available at <https://statistics.defra.gov.uk/esg/reports/cap%20uplandfarms%20report.pdf>.

Price Elasticity of Demand for Nutrients Use (N&P)

Environment Agency/Defra, with Ecotec, 2005

Research into the short term and long term elasticities of demand for Nitrogen and Phosphorous in fertilisers and animal feed. We provided specialist agricultural input to this econometric study including information on key agricultural sectors and management practices.

A Forward Look at the Reform of the Common Agricultural Policy and the Implications for the Heritage Lottery Fund

Heritage Lottery Fund, 2005

This study assessed the implications of CAP reform and associated agri-environment scheme changes across the UK for HLF funding. It included a consideration of the potential impacts on the Heritage Grants and Landscape Partnership Schemes.

Cross Compliance: Regulatory Impact Assessment

Defra, with IEEP, 2004

Prior to the launch of the Cross Compliance Handbook for England, we contributed to the regulatory impact assessment of the cross compliance options under consideration and the analysis of responses to the consultation. Stakeholder meetings were held to scope options and refine guidance for farmers.

Recommendations for Land Use Policy Changes in Northern Ireland

Environment & Heritage Service, with RPS & RAC, 2004

This project provided an informed overview of the biodiversity effects of agricultural policies in Northern Ireland, both positive and negative; highlighted areas where current policy does not address identified problems; and made recommendations for change. We provided specialist advice on agricultural policy, markets and environmental protection, working as part of a multi-disciplinary team.

UK Impacts of Reforming the EU Sugar Regime

Defra, with University of Cambridge & RAC, 2004

This study made a detailed assessment of the economic, environmental and social impacts of reforming the EU sugar regime on the UK sugar beet sector. Three scenarios were considered including quota cuts and price cuts (two options). We contributed to the environmental impact assessment, focusing particularly on land use and soils, and waste and water. The report is at <http://statistics.defra.gov.uk/esg/reports/sugar/default.asp>

Revealing the Value of the Natural Environment in England

Defra, with GHK, 2004

This study summarised the evidence of the role that the rural environment plays in the English economy. In addition to reviewing previous studies, it presented overall estimates of the significance of different environment-related activity to the economy nationally. The study also reviewed evidence of the value of the environment to society.

The Impacts of CAP Reform on Diffuse Water Pollution from Agriculture

Defra, with IEEP, 2004

A study to map out the likely potential impacts of CAP Reform on diffuse water pollution from agriculture, including N&P, siltation, organic wastes, pesticide use, veterinary medicines and micro-organisms.

Potential Environmental Effects of CAP Reform

Defra, with IEEP, 2002-2003

A series of four studies to map out the likely potential environmental impacts of the CAP Reform proposals and the final agreement and to provide an indication of the probable direction and magnitude of any environmental change, based on best available information.

Impacts of Birdlife International CAP Reform Proposals on Farms across EU

RSPB/Birdlife, 2002

This report assessed the impacts of Birdlife's CAP reform proposals on key agricultural sectors across the EU. 8 case studies in the UK, France, Spain and Sweden were undertaken to explore the impacts on: farm incomes, decision-making, structural changes and the broader rural economy.

Policy Mechanisms for the Control of Diffuse Agricultural Pollution with Particular Reference to Grant Aid

English Nature & Environment Agency, with IEEP and ADAS, 2002

A study to assess the potential of various policy mechanisms to implement practical management measures to control diffuse agricultural pollution. The use of grant aid to help control diffuse agricultural loads in the UK and abroad was reviewed and practical proposals were made for new grant aid including indicative costs and the role of supporting policy mechanisms.

Area Payments under the EU Livestock Regimes

English Nature, 2000

The aim of this work was to present and analyse a range of new approaches to area based payments in the livestock sector in place of existing headage based systems. A number of different scenarios were considered and economic and environmental impact assessments were undertaken.

Maintaining Farm Incomes in Less Favoured Areas

English Nature, 2000

Following the introduction of the Hill Farm Allowance, this study examined what positive steps can be taken by farm businesses to adapt to the new subsidy regime and maintain or enhance net farm incomes. Three case study farms were examined. Current and future financial prospects, and potential business strategies were explored.

Programme Design and Delivery

Usk to Wye Campaign – Project Development

Woodland Trust, 2009 ongoing

The Usk to Wye Campaign aims to develop a landscape-scale habitat network for Monmouthshire. The vision is a landscape within which people can live and work whilst other species adapt to survive climate change. The campaign will take action for biodiversity by increasing the area of semi natural habitat across the county and take a “hearts and minds” approach to conservation – helping to ensure that the local population feels a closer connection to the natural world. We are working as part of a team to expand the current partnership (Woodland Trust and Gwent Wildlife Trust), produce a business plan for the campaign and contribute to the development of applications for funding.

Lincolnshire Coastal Grazing Marsh Project

Lincolnshire County Council and Landscape Partnership, 2009 ongoing

We are acting as Project Monitor on behalf of the Heritage Lottery Fund on the LCGM Landscape Partnership project. The role involves support of the development of community linkage and a dedicated project grant scheme.

Provision of Cost Information relating to Capital Works Grant Aided under Defra’s Agri-Environment Programme

Defra, 2009

The aim of this research was to supply cost data for over 100 capital items as part of the baseline for the proposed review of payment rates under Environmental Stewardship and other ‘classic’ agri-environment schemes. The data will be used by Defra & Natural England to calculate the typical cost of undertaking a range of capital works and consequently derive payment rates for capital works. The items covered included fencing and walling materials, building materials, planting materials, machine hire and contractor costs.

Area Schemes and Landscape Partnerships: Assembly of Output Data

Heritage Lottery Fund, 2008-2009

This project continues work first undertaken for the Heritage Lottery Fund (HLF) in 2006. It involves the updating of output data for 14 Area Schemes and 16 Landscape Partnership Schemes funded by HLF around the UK. A monitoring and reporting system is being developed to provide baseline information and subsequent annual reports. Output data cover biodiversity, landscape, built heritage, culture, education, visitors, volunteers, employment and training. The unique benefits of a landscape-scale approach are also being captured. The findings will contribute to the overall evaluation of the HLF’s Landscape Partnership Programme.

Woolhope Dome to Malvern Hills Landscape Link – Project Development

Herefordshire Nature Trust, 2008 ongoing

The aim of this innovative project is develop a broad wildlife corridor between Woolhope Dome (a Biodiversity Enhancement Area on the edge of the Wye Valley AONB) and the Malvern Hills AONB. The aim is to join prime habitat areas, allowing species to move and spread. The project will benefit both the local environment and the local economy in this part of Herefordshire, environmentally friendly enterprises will be supported. Our work involves scoping the key project elements, developing a project outline and description, consultation and making applications for funding.

Evaluation of the Rural Target Fund and Rural Enabling Body in South Yorkshire

Yorkshire Rural Community Council, 2008

The Rural Target Fund was an Objective 1 funded programme supporting rural communities in 50 priority parishes in South Yorkshire. It was delivered by YRCC acting as the Rural Enabling Body. Our evaluation assessed programme activities such as community consultation and planning and the development and delivery of projects. The economic and social impacts of the programme were also assessed including its contribution to the recovery of the area. Our work involved a postal survey, interviews, case studies and the production of a DVD highlighting the programme’s achievements.

Regional Dairy Collect Scheme

Cornwall Enterprise, 2008

Following the evaluation of the Dairy Collect Scheme in Cornwall, this project considered the potential for rolling out the scheme across South West England. Regional data on dairy farming, milk production and processing was collated to assess potential economic, environmental and social benefits of a Regional Dairy Collect Scheme. A concept paper was produced to inform a submission for funding from RDPE and other sources.

Evaluation of the Rural Business Growth Programme in South Yorkshire

Business Link South Yorkshire, 2008

The Rural Business Growth Programme was an Objective 1 funded programme targeting farming, food and tourism businesses in South Yorkshire. Our evaluation assessed the delivery, impact and additionality of the programme in order to establish its effectiveness and value for money and identify the lessons learnt. The evaluation involved an economic impact analysis, a survey of beneficiaries and the development of a number of case studies. Our report can be viewed at

<http://www.goyh.gov.uk/497763/docs/199734/199789/355622/533376/533465/670701>

Evaluation of the Dairy Collect Scheme in Cornwall

Cornwall Enterprise, 2008

The Dairy Collect Scheme was an Objective 1 funded programme supporting infrastructure improvements on Cornish dairy farms linked to the rationalisation of milk collection and transport. Our evaluation assessed the scheme's effectiveness in terms of sustaining the dairy industry in Cornwall and improving its long term competitiveness. We also appraised the scheme's outputs, business impacts and client satisfaction. Our work involved two postal surveys, a programme of interviews and economic analysis.

Extensive Grazing Enhancement Pilot Project

Natural England & South West Regional Development Agency, 2007

This project aimed to develop and pilot a new grazing enhancement package of measures for extensive suckler cow grazing in the South West of England. It involved a review of current physical and financial data, designing a new package of measures to secure relevant economic, environmental and social benefits in the context of existing policy and legislation, and testing these on a number of pilot farms in the region. Individual farm plans were developed for subsequent implementation through management agreements. The findings are being used to inform the development of future policies and schemes.

Lincolnshire Coastal Grazing Marshes Project: Phase Three - Project Development

Lincolnshire Coastal Grazing Marsh Project Partnership, with CCRU, 2006-2007

Following on earlier research into funding sources to complement HLS, this project involved the development of a business plan to take forward the vision for the Lincolnshire Coastal Grazing Marshes, and the preparation and submission of (successful) applications for funding from the Heritage Lottery Fund and Esmée Fairbairn Foundation to support a project officer and provide grants for necessary environmental improvement works.

Rebuilding Biodiversity Project in Dorset – Conservation Grazing Feasibility Study

Dorset Wildlife Trust, 2006

This project identified how the Dorset Wildlife Trust in partnership with farms local to the area could maintain and enhance the conservation value of Kingcombe Meadows Nature Reserve and other wildlife sites in West Dorset whilst increasing the sustainability of livestock farming. The project reviewed agriculture, land use and environmental data and illustrated how far future policy, legislation, market drivers and delivery mechanisms will go towards delivery of objectives. It considered the value of developing a branding and/or marketing scheme and reviewed alternative delivery mechanisms. A farmer survey was undertaken and recommendations and prioritised steps for a Grazing Project were developed.

New England Rural Development Programme – Implications for the South West

Government Office for the South West, with CCRU, 2006

This study examined the current ERDP and the changing context in which it has been operating. It then considered the likely scale and pattern of the new programme in the South West region. Key opportunities and challenges were identified and key themes suggested for the way ahead in order to develop a successful programme for the region for 2007-2013. The study contributed to the region's response to Defra's consultation on the new ERDP.

Evaluation of the Farm Environment Link Project

Cornwall FWAG, 2006-7

The Farm Environment Link Project was an Objective 1 funded project aimed at enhancing the economic sustainability of Cornish agricultural holdings by advising on the economic opportunities achievable through environmental measures. This study evaluated the impact of the project in order to assess its effectiveness and provide recommendations. The work involved a telephone questionnaire of 60 participants, a number of site visits and interviews with project staff, partners and other stakeholders.

A Review of HLF Area Schemes and Landscape Partnership Schemes, Baseline Data Collection and Preliminary Evaluation

Heritage Lottery Fund, 2006

This study collated data on 14 Area Schemes and 30 Landscape Partnership Schemes funded by HLF around the UK. An initial evaluation of completed and delivering schemes was undertaken to ascertain the extent and impact of HLF funding and to gain a better understanding of the activities and breadth of heritage being supported. The work involved a review of documents relating to all schemes, web searches, workshop sessions and personal contact with representatives of every scheme to validate data collated. The preliminary evaluation concluded that, by the end of the schemes reviewed, there will have been significant quantifiable outputs in landscapes and habitats, local tradition and culture, historic buildings and archaeology, access, public participation and employment and training. Furthermore strong partnerships will have been created, communities involved and public policy objectives supported.

Lincolnshire Coastal Grazing Marshes Project: Phase Two - Top-up Funding

Lincolnshire Coastal Grazing Marsh Project Partnership, with CCRU, 2005

This project identified possible sources of funding to be used to complement HLS funding to encourage farmers to convert arable land to grassland, maintain existing pasture and meadow, and raise water levels. The project involved assessing flexibility within the HLS scheme for complementary funding, developing a funding package and outlining appropriate delivery mechanisms.

Review of Management of Special Sites Scheme

Environment and Heritage Service, 2005

A comparative assessment and analysis of the relevant designated sites schemes operated by English Nature, Scottish Natural Heritage and the Countryside Council for Wales, including Northern Ireland's Management of Special Sites Scheme (MOSS). The study analysed the different approaches used and made links between these and desired outcomes. Options for developing/changing MOSS to improve its ability as a tool to promote conservation were generated.

Grazing Futures Study – Somerset Levels and Moors

Levels and Moors Partnership & Rural Environment Facilitation Service, 2005

The aim of this study was to analyse livestock farming on the central part of the Somerset Levels and Moors in order to inform future approaches to the management of environmental and socio-economic assets. The study included extensive consultation with farmers and environmental bodies as well as rigorous quantitative and qualitative analysis.

Farming Connect: Environmental Strategy

Welsh Development Agency, 2004

Farming Connect helps farming families in Wales develop a sustainable and successful future for their businesses. This study explored how the environmental messages from the recently produced Farming Connect Environmental Strategy should best be delivered to these families.

Field Development of Grant Aid Proposals for the Control of Diffuse Agricultural Pollution

English Nature and Environment Agency, with ADAS and IEEP, 2003

The project aimed to develop a detailed grant aid structure to help reduce diffuse agricultural pollution. It included an economic assessment of the costs of recommended measures on 21 case study farms to inform the development of potential payment levels, advised on linkages with current and proposed agri-environment schemes and the likely costs of scheme implementation.

Cotswold Farming Study

Cotswold AONB Partnership, 2003

This study explored the current state of farming in the Cotswolds, identifying specific opportunities and threats, in order to inform the development of a new AONB Management Plan. The work involved a literature and policy review, agricultural statistical analysis and economic modelling, farmer meetings and interviews, a public sector workshop and recommendations for policies and actions.

West Sussex Farm Diversification

West Sussex County Council, 2003

A study into recent practice, current issues, future trends and required support structures for farm diversification in West Sussex. The project was part of the West Sussex County Council Rural Recovery Plan and helped inform the preparation of future policy and activities.

Farms For Schools Accreditation Scheme

The Countryside Agency, 2003

A scoping study investigating the potential for an accreditation scheme for farms hosting educational visits. Recommendations were made for the development of the scheme as part of a programme concerning educational access to the countryside. The project included an analysis of existing inspection systems & legislation and surveys of teacher/school and member farm requirements. A successful VTS application for the farmer training aspects of scheme was subsequently submitted.

Evaluation of the High Weald Integrated Farm Appraisal Programme

Countryside Agency, 2003

An evaluation of the Integrated Farm Appraisal programme forming part of the High Weald Land Management Initiative. This project evaluated the economic, environmental and social benefits delivered, on individual holdings and within the wider High Weald AONB area, as a result of the Integrated Farm Advice programme.

Socio-Economic Analysis of Suffolk Coast and Heaths Natural Area

English Nature, 2002

This Lifescapes project developed a socio-economic profile of the Suffolk Coast and Heaths Natural Area and evaluated the opportunities and constraints provided by the key socio-economic sectors in the area for the delivery of Biodiversity Action Plan targets.

A Sustainable Future for Agriculture in the Wider Rural Economy of Wiltshire

Wiltshire Wildlife Trust and others, 2002

This study assessed the state of farming in the county and its contribution to the local economy. Options for developing a more sustainable future for agriculture locally were also generated. This study was carried out as part of the INTER initiative.

Extensification of Moorland Sheep Grazing

English Nature & RSPB, 2002

This research assessed three options for removing and compensating grazing rights from moorland. Our work involved micro-economic modelling and examined different upland areas in England. It contributed to the development of English Nature's Sheep Wildlife Enhancement Scheme.

Wildlife Enhancement Scheme: Review of National Menu of Standard Payments

English Nature, 1999, 2002, 2005 and 2006

Production of new menus of payments for English Nature's Wildlife Enhancement Scheme which supports the positive management of SSSIs. Annual payments were based on a detailed analysis of agricultural income foregone and the cost of additional management by habitat. Capital payments were based on a database of conservation costings. Advice on valuing local schemes and additional supplements was provided to Area Teams on a call-off basis.

Land and Environment Advice

Mendip Hills Grazing Review

Somerset Wildlife Trust, 2009 ongoing

Analysis of SWT's in-hand farming operation in the Mendip Hills and development of business recommendations and future strategy. The report addressed key site and wider GAP objectives, current management, marketing and outreach opportunities and lessons learnt from similar initiatives. Suggestions for suitable tenancy and contract/share farming agreements were developed.

Environmental Stewardship

Various clients, 2009 ongoing

High profile and successful ELS/OELS and HLS applications for a number of farm holdings including the Salperton Estate and Whittington Lodge Farm. This work includes detailed Farm Environment Plans (FEPs), option development, survey and farmer/contractor liaison.

Natural Resource Report

Whittington Lodge Farm, 2009

A detailed review and action plan for Whittington Lodge Farm looking at the range of natural resource issues in the holding including the management of energy, organic and non organic wastes, soils and water.

Farm Business Plan

Client Confidential, with GSBS, 2009

This work involved an assessment of options to develop a Cotswolds farm as an educational resource, together with the production of a farm business plan. A number of scenarios with different farm enterprises were developed and forward budgets prepared. Potential educational objectives and facilities were scoped and costed.

Chartered Surveyor Services

Natural England's Gloucestershire, Wiltshire & West of England Teams, 2008 ongoing

This call-off contract involves the provision of Chartered Surveyor Services to Natural England's Gloucestershire, Wiltshire & West of England Teams. Our services include acquisitions, valuations, estate management (National Nature Reserves), management agreements and capital project management.

Marketing the Cereals Event 2007-2009

Haymarket Exhibitions, 2006-2009

This project provided marketing management and support services for the Cereals Event 2007 through to 2009. The project involved analysis of key trends in the arable market place, production of marketing strategy and input into key areas of development. Marketing management and support services included: production of advertising, leafleting, e-shot and direct mail campaigns; production of a positive web presence; management of PR, photography, filming and ticket sales companies; working with media partners and maintaining effective working partnerships with relevant organisations; and production and analysis of post-show evaluation research.

Malvern Hills Grazing Project

Malvern Hills Conservators, 2008 ongoing

The initiative involves the development of a positive management payment structure and suitable tenancy agreements for the entire Malvern Hills SSSI with the aim of securing and rewarding environmentally sustainable grazing practice. This work is followed by the development of letting particulars and the recruitment of new farm tenants. Two workshop and farm walk events were also organised for the Conservators and conservation team to help formulate management objectives and future strategy.

Marketing Northern Regeneration Summit & Exhibition

Haymarket Exhibitions, 2008

Development of marketing plans, sourcing advertising, production of marketing materials and communications, website, visitor & exhibitor research, management of registration, PR and press.

South West Regional Growers Show

Haymarket Exhibitions, 2007-2008

This project provided marketing management and support services for South West Regional Growers Show 2007 through to 2008. The project involved analysis of key trends in ornamental horticulture, production of marketing strategy and input into key areas of development. Marketing management and support services included: production of advertising, leafleting, e-shot and direct mail campaigns; production of a positive web presence; management of PR, photography and ticket registration; working with media partners and maintaining effective working partnerships with relevant organisations; and production and analysis of post-show evaluation research.

Fruit Focus 2007-2009

Haymarket Exhibitions, 2007-2009

This project provided marketing management and support services for Fruit Focus 2007 through to 2009. The project involved analysis of key trends in the fresh produce market place, production of marketing strategy and input into key areas of development. Marketing management and support services included: production of advertising, leafleting, e-shot and direct mail campaigns; production of a positive web presence; management of PR, photography and ticket registration; working with media partners and maintaining effective working partnerships with relevant organisations; and production and analysis of post-show evaluation research.

Cannock Chase Grazing Feasibility Study

Staffordshire County Council, with GAP, 2007-2008

This project explored the feasibility of introducing a system of shepherded grazing on to Cannock Chase in the West Midlands. Working alongside experts from the Grazing Animals Project and The Netherlands, we provided expertise on the financial, marketing and diversification elements of the feasibility study.

Environmental Advice

Marston St Lawrence Estate, 2007 ongoing

This work involves the provision of advice on a range of environmental issues to a large, mixed estate in Northamptonshire. A successful application to Environmental Stewardship has been completed. Our service also includes advice on implementing agri-environment and woodland schemes, submitting Single Payment Scheme claims, managing cross compliance and flagging up future environmental obligations and opportunities.

Farm Business Advice

Milton Keynes Parks Trust, 2006

This project provided advice on future possible farming arrangements for land owned by the Parks Trust in Milton Keynes. These included the continuation of the current grazing licence system, the development of an 'in hand' farm and entering into a contract farming arrangement. A series of budget projections were provided.

Estate Services and Valuation Consultancy

Environment Agency, 2006 ongoing

Provision of advice to the Environment Agency's Midlands Region on a range of land agency, surveying and environmental matters. Recent projects relate to the identification and acquisition of sites for BAP habitat creation along the Rivers Severn and Trent. This work links to achieving more sustainable flood risk management in these catchments.

Levels' Best - Native Breed Beef Supply Survey

Somerset Food Links Ltd, 2005

A survey of farmers producing native breed beef who are interested in participating in the 'Levels Best' scheme. The Levels Best scheme is being developed as a trade mark of provenance. The survey established stock levels over a period of five years, mapping breeds and supply numbers. It also gathered information on current systems of production, in particular environmental land management and current market outlets. A farmer workshop was subsequently arranged to progress the scheme.

Chartered Surveyor Services

Natural England's Herefordshire, Worcestershire and Warwickshire Teams, 2004 ongoing

This call-off contract involves the provision of Chartered Surveyor Services to Natural England's Herefordshire, Worcestershire and Warwickshire Teams. Our services include acquisitions, valuations, estate management (National Nature Reserves), management agreements and capital project management.

Land Agency and Valuation Service

Plantlife International, 2004 ongoing

Provision of a range of land agency and valuation services to the wild plant charity, Plantlife International, for sites throughout the UK including: advice on acquisitions, landlord and tenant matters, management agreements and grant schemes and valuations of land, property and rights.

Fine Foods National Sales Development Services

Client Confidential, 2004

Consultancy support services for product and sales development to an international company selling to EU markets. Market information and analysis, sales presentation development, technical and marketing support.

Overview of the UK Date Market

Saudi Export Development Centre, 2004

Scoping study of the UK dates market and opportunity for Saudi exports. This project included a review of the UK market including dates for baking/cooking, snacking, children, gifts, organic and manufacturing. Key target consumers, their purchasing behaviour and trends in the market place were identified. Finally an overview of competition and gap analysis identified opportunities available for Saudi date export.

Export Promotion Pavilion

Saudi Export Development Centre, 2004

Co-ordination with the Saudi Embassy, SEDC and Royal Show to organise the Saudi exhibit in the international village at the Show. This project included supervision of the pavilion contractor, promotion of the exhibit to major supermarkets and date industry and support during build up and the show period. Promotion included mail shots, personal contact, invitations, press and a conference.

Bottled Water Enterprise Feasibility Study

Client Confidential, 2004

Research into the bottled water market in the UK including consumer trends, new product developments and market prices. Overview of technical standards and facilities required. Estimated product volumes, costings, break-even calculations and feasibility analysis.

Accommodation and Lifestyle Centre Feasibility Study & Marketing Plan

Cometline Consultancy Ltd, 2003

Market research and feasibility assessment of 4 different tourism-related enterprises on the site of a former intensive poultry unit situated within 18 acres of an arable farm, near Banbury, Oxfordshire. The final recommended route included guidance on capital requirements and potential sources of funding.

Options for Improving Farmland and Associated Changes to Shooting and Woodland management

Client Confidential, 2003

A feasibility study to assess options and provide recommendations for the owners of a newly purchased farm who wished to explore ways to manage their farmland, woodlands and shoot in a more sustainable way. This included an assessment of organic, integrated and conventional farming systems for the farm.

Feasibility Study into the Promotion of Beef and Creation of Permanent Pasture Adjacent to the River Mease

English Nature, 2003

This project provided recommendations on the feasibility of a beef marketing scheme and whether it could assist in the re-introduction of permanent pasture adjacent to the River Mease and provide a commercially viable enterprise for farmers within the Site of Special Scientific Interest (SSSI) and candidate Special Area Candidate (cSAC) in Derbyshire, Leicestershire and Staffordshire. It included farmers and retailer surveys, financial appraisals of the venture and the potential impact of MTR on scheme development.

UK Milk Market Study

Client Confidential, 2003

This study involved a comprehensive review of the UK milk market including UK consumer trends and segmentation. The study also included an overview of milk drink products available within the international market and both UK and international milk market key player activity.

Development of a Regional Branding Initiative for the Isle of Wight

English Nature, Isle of Wight Partnership, Island 2000 Trust, 2002

This study provided recommendations for the most suitable marketing and branding strategy for meat and dairy products from conservation grazing on the Isle of Wight. The study also involved assistance to set up a producer group and supply chain.

The Market for Products Derived from Outdoor Pig Production

Client Confidential, 2002

This study provided extensive trade and market data on consumer demographics and patterns within the food chain to give a clear understanding of trends and requirements both of the consumer and retailer in future markets. It examined current product availability in added value pig meat products and highlighted potential market opportunities for future product development.

Consumer Attitudes towards Local Products

The Cotswold AONB Partnership, 2002

Research into consumer attitudes to local products incorporating environmental attributes. Included research into consumer buying behaviour, consumer understanding of 'local', awareness and distribution aspects of local products, attitudes towards buying local, expectations of the local product offer and awareness of environmental endorsements. The results were based on consumer focus groups and a large survey of local consumers.

Development of Chilterns Local Branding Initiative

Chilterns Shadow Conservation Board, English Nature, Countryside Agency, 2001

The aim of this project was to provide recommendations for the most suitable marketing and branding strategy for meat products from the Chilterns AONB and to assess the existing supply chain in the Chilterns in order to determine the scale and structure of local retailers, caterers, abattoirs and farmers. The project provided recommendations on a meat marketing scheme based on conservation grazing. The scheme is now up and running and known as "Chilterns Choice".

Training and Knowledge Transfer

Environmental Cost Benefit Datasheets

Countryside Council for Wales, with FWAG Cymru, 2009-10

Following earlier work in 2006, this project involved the updating of a series of eight datasheets highlighting the financial benefits associated with the adoption of good environmental practices on farms in Wales. These datasheets, together with detailed costings, will be made available to advisors and farmers through the Farming Connect initiative. Advisor training was provided and two case studies have been produced for GWLAD magazine.

Higher Level Stewardship (HLS) Fact Sheet

Cotswolds Conservation Board, 2009

Building on the success of four Entry Level Stewardship factsheets produced in 2005, this work involved the development of a Higher Level Stewardship factsheet for the Cotswolds AONB. The factsheet aims to increase farmer awareness of the availability of HLS in the AONB; guide farmers on HLS options which are likely to be most suitable in the AONB; demonstrate the financial and other benefits of HLS; signpost farmers to sources of further information and advice; and ultimately increase uptake of HLS across the AONB. For more information see:

<http://www.cotswoldsaonb.org.uk/userfiles/file/Publications/hlsfinalforwww.pdf>

Grazing Animal Enterprise Calculator

Grazing Animals Project, 2008

This project involved the development, testing and launch of a user friendly costing tool for those involved in managing conservation sites with grazing animals. The bespoke calculator allows users to build and analyse gross margins and fixed costs for sheep, cattle and other enterprises and develop 10 year capital budget and profit and loss figures. The tool will help decision making and financial management.

Rural Environment Platform: Background Papers & Conference Participation

Rural European Platform, 2006 ongoing

The Rural European Platform is a cutting edge initiative focused on creating sustainable rural development through an optimal combination of public policy and private entrepreneurship. It involves professionals from agriculture, politics, business, science and nature conservation across Europe. Our work has involved the preparation of background papers and conference participation in Poland (2006), Netherlands (2007) and Portugal (2008). For more information see: <http://www.ruraleuropeanplatform.org/index.htm>

Agricultural Economics Consultancy Phase 2

South Downs Joint Committee, 2007- 2008

Following preliminary work in Phase 1, this project involved producing four further case studies, based on real farms in the South Downs, to examine the economic impacts of changing from conventional to more extensive, environmentally friendly systems of farming and land use. The case studies will inform the development of a business model which can be used by individual farmers and advisors to assess the opportunities for individual holdings in the area. The findings will also be used to for influencing policy.

TSEC – BIOSYS Farmer Discussion Groups on Energy Crops

IEEP, 2006

This work involved the facilitation of farmer discussion groups examining farmer attitudes relating to the uptake of energy crops. Discussion groups were held in different parts of the country. The outcome of this work was a series of statements which capture different motivations for farmer behaviour. These were used in subsequent modelling by SAC as part of the TSEC-BIOSYS project, a large, research council funded project developing a framework for whole systems analysis and research on bioenergy that will lead to credible scenarios and a road map for the UK's bioenergy sector.

Guidance on Single Payment Scheme & Environmental Land Management Schemes

National Grid plc, 2006

This project involved the production of guidance on Single Payment Scheme, agri-environment schemes and woodland schemes in England and Wales for National Grid staff and agents. The guidance is intended to inform discussions and negotiations with farmers and landowners affected by the proposed Milford Haven to Gloucestershire high pressure gas pipeline.

Review of Agri-Environment Scheme Funding and State Aid Issues in relation to HLF Grants and Collation of Best Practice Examples

Heritage Lottery Fund, 2006-2008

This project involved reviewing and revising guidance on the interaction between HLF funding and UK agri-environment schemes, producing guidance on State Aid Issues and collating examples of standard documents that are integral to the delivery of Landscape Partnership Schemes.

Landscape Partnership Scheme Workshops

Heritage Lottery Fund, 2006

This project involved helping HLF to organise and deliver two Landscape Partnership Scheme workshops, one in Birmingham and the other in Edinburgh. The aim was to bring together project staff and partners from Area Schemes and Landscape Partnership Schemes from around the UK to develop and promote best practice and to contribute to a preliminary evaluation of the schemes. Both workshops were well attended and yielded excellent feedback from participants.

Cost Benefit Analysis Datasheets

Welsh Assembly Government, with FWAG Cymru, 2006

Commissioned by the WAG Environmental Operations Group, this project involved the production of a series of datasheets for farmers highlighting the financial benefits associated with the adoption of good environmental practices on farms in Wales. The work involved a literature review, the collation and analysis of financial costs and benefits and datasheet design. Eight datasheets were produced covering manure/slurry storage, soil nutrient management, soil management, water and energy management, waste minimisation, pesticides and sheep dip, habitat maintenance and rotational grazing.

Agricultural Economics Consultancy

South Downs Conservation Board, 2005-2006

This work involved producing forward financial projections for a local authority owned farm, based on two scenarios: continuing a conventional 'high input, high output' arable system; and changing to a more extensive, environmentally sensitive farming system.

Entry Level Stewardship (ELS) Fact Sheets

Cotswolds AONB, 2005

This work involved the development of a series of simple Fact Sheets to guide farmers in the Cotswolds AONB who may be considering applying for Defra's Entry Level Stewardship scheme. The Fact Sheets aimed to help farmers with their applications and support environmental protection and enhancement in the area. All four fact sheets can be found at http://www.cotswoldsaonb.com/page_wide.asp?pageID=21#categoryID96

Why do People make Decisions that Favour Wildlife? Understanding the Drivers

English Nature & Suffolk Coast & Heaths AONB Unit, 2004

13 case studies in the Suffolk Coast & Heaths Natural Area. This Lifescapes project investigated the reasons why people make donations (of land, time or money) to the environment and the motivation for the contributions. The project aimed to improve our general understanding about economic-social-environmental linkages.

Benefits & Costs of Wildlife Friendly Farming

RSPB, 2000

Financial assessment of wildlife friendly farming practices on 8 case study farms around England to promote best practice, assist with staff training and contribute to policy development.