

# Project Experience

July 2011

## Policy Research

### **Exploring the barriers to cattle grazing in the Welsh Uplands**

*Countryside Council for Wales, with Agriplan Cymru, 2011*

Cattle grazing is widely considered to be beneficial for the restoration and maintenance of a range of upland habitats in Wales. However in recent years there has been a reduction in the number of cattle grazing the uplands. This project aimed to explore the barriers and offer recommendations for solutions in overcoming these barriers. To gain a broad and in depth understanding of the issues, we gathered evidence from three main sources: farm interviews, stakeholder interviews and a review of relevant literature. We provided in-depth analysis of the feedback, and provided suggestions for rural development policy designed to support the future of upland cattle grazing systems.

### **Transferring Management Methods to Deliver Ecosystem Services**

*Natural England, with Cascade Consulting and Eftec, 2010-2011*

This project involved analysing place-specific research findings about ecosystem services and how they are impacted by land use and management interventions (for the impacts on biodiversity, water quality etc of changes in grazing period or stocking rate). It developed a methodology for the wider, systematic application of these findings to inform future delivery of ecosystem services. We provided the rural land use and management expertise for the project team.

### **High Nature Value Farmland in Rural Development Policy – Devon Pilot Projects**

*European Forum on Nature Conservation and Pastoralism, 2010-2011*

This project aimed to apply the High Nature Value (HNV) farming concept in the UK. Phase 1 identified the extent and nature of HNVF in four case study areas in Devon – the Blackdown Hills, South Devon, Dartmoor and the Culm Grasslands. Under Phase 2, we explored the farming systems underpinning HNVF, and assessed the influences of these systems on HNVF condition, continued management and future trends, Phase 3 suggested how policy could be influenced and directed to support the management of HNV farmland. HNV farming is increasingly important in Europe and is influencing the shape future agricultural and rural development policy. The case study reports can be found on the EFNCP website at <http://www.efnecp.org/projects/hnv-farming-devon/>

### **Research into Article 68**

*Client Confidential, 2010*

Two separate projects assessing the scope of the Article 68 mechanism to deliver environmental outcomes in the UK/England. Article 68 was first introduced in 2003, then its role was expanded under the 2008 CAP Health Check, Our work explored European legislation and guidance and the implementation of the Article 68 measure by other Member States. We developed potential options for UK/England and analysed short and medium term opportunities and issues.

### **CAP Advice – Sustainable Agriculture Campaign**

*Greenpeace International, 2010*

Provision of advice on priorities and opportunities for the Greenpeace Sustainable Agriculture Campaign in the context of CAP reform.

### **CAP Research**

*Vredeseilanden, 2010*

A short project investigating European ecological challenges and priorities for a reformed CAP. We were working as part of a multi-national team to produce a policy document to feed into the CAP reform consultation.

### **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 involved 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 involved 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](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](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](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

### **Lower Derwent Valley Landscape Partnership Project**

*Heritage Lottery Fund and the LDV Landscape Partnership, 2011*

We are acting as Expert Adviser on behalf of the Heritage Lottery Fund on the LDV Landscape Partnership project. The role involves evaluation of the LDV stage one application and review of the project's heritage, cultural and landscape value and the proposed scheme outcomes.

### **Preliminary ETIP Option Selecting Effectiveness Monitoring**

*Defra, with Delta-Innovation, 2010-2011*

An early assessment of the influence of the ELS Training and Information Programme on option selection at the farm level for ELS renewals. The work was conducted through a telephone survey of around 700 farmers. Farmers were selected on the basis of whether or not they have received ETIP advice (including 1:1 visits and/or group events) as well as farm size, farm type and farm tenure. The survey asked questions to determine: exposure to ETIP; changes to ELS agreement on renewal; and factors influencing ELS renewal and option selection. The survey design was informed by focus groups and a pilot survey. The report can be viewed at:

<http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=17528&FromSearch=Y&Publisher=1&SearchText=ETIP&SortString=ProjectCode&SortOrder=Asc&Paging=10#Description>

### **Landscape Partnerships – Consultation on a Web-based Forum**

*Heritage Lottery Fund, 2010*

This small project explored the potential for a web forum for Landscape Partnership applicants, beneficiaries and stakeholders. The work involved email and telephone consultation, analysis of responses and reporting.

### **Usk to Wye Campaign – Project Development**

*Woodland Trust, 2009-2010*

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 worked 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**

*Heritage Lottery Fund and the LCGM Landscape Partnership, 2009-Ongoing*

We are acting as Project Monitor and Expert Adviser 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, and evaluation of the second round application and Landscape Conservation Action Plan.

### **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 continued work first undertaken for the Heritage Lottery Fund (HLF) in 2006. It involved 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 was 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 captured. The findings contribute to the overall evaluation of the HLF's Landscape Partnership Programme.

### **Woolhope Dome to Malvern Hills Landscape Link – Project Development**

*Herefordshire Nature Trust, 2008-2010*

The aim of this innovative project is to 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 involved 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

### Valuation of Cockle and Mussel Fisheries

*Client Confidential, 2011*

This project involved an assessment of the impacts of a change from conventional to more sustainable management of a shellfishery. Working with specialist consultant, Hydrosurveys, we assessed the physical and financial impacts of changes in mussel and cockle harvesting in terms of intensity and practices, and the effect on the capital value of the fishery. This was a good example of dovetailing our chartered surveying and natural resource management skills, and applying them to the coastal/marine environment.

### Morecombe Bay Local Grazing Scheme – Transition Project

*Client Confidential, with Asken Ltd, 2010-11*

This project involved providing advice on the evolution of a conservation grazing business in the North West of England. The business grazes over 1,000ha across 70 sites on behalf of a number of conservation bodies. We contributed to the development of information packs for prospective partners and landowning bodies, the production of standard tenancy and grazing agreements, and the design of a recruitment process.

### Adding Value to Wool in North Wales

*Cadwyn Clwyd, 2010*

This scoping study aimed to identify options for adding value to wool in rural Denbighshire and Flintshire. We assessed the available resource, wool production and processing and markets and market trends. We also looked at case studies from around the UK and consulted with a range of stakeholders. We then analysed key issues and developed a series of recommendations covering: wool production; supply chain; processing; products and marketing; and training and skills. We hope to support Cadwyn Clwyd in the next stage of development.

### Ashleworth Ham – Farmer/Landowner Consultation and Advice

*Natural England, Gloucestershire Wildlife Trust, Internal Drainage Board, 2010 – 2011*

Consultation with local farmers and landowners around the Ashleworth Ham SSSI, with regard to the revision and implementation of a water level management plan (WLMP) for the whole SSSI, and the feasibility of cattle grazing on the Trusts' SSSI land. The work involved farm visits to discuss the impacts of the WLMP and organising an open meeting for farmers and stakeholder to discuss issues and put forward solutions. A number of stewardship applications were completed a part of the project, for farmers with land on and around the SSSI, contributing to improving the condition of the SSSI and extending and buffering important floodplain meadow habitats.

### ETIP Delivery

*Natural England, with Promar and AEA, on-going*

We act as delivery advisors for Promar and AEA for the provision of training and information under Natural England's FATI/ETIP contract. To date, this work has involved 1:1 ELS renewal visits and soil management visits. Visits are designed to encourage landowners to make best use of options suited to their holdings, contributing the main themes of benefitting farmland birds, farm wildlife, resource protection and the historic environment.

### Sustainability Plan for Bury Farm

*Grasslands Trust, 2010*

This work involved an investigation into the range of long term revenue activities, their potential viability and likely revenue generation on 70 hectares of mediaeval farmland in Herefordshire prior to purchase by the Grassland Trust. It included research into meat marketing, the sale of honey and fruit, cider production and training events.

### Land Agency Advice

*Grasslands Trust, 2010 ongoing*

This work involves the provision of a range of land agency services for the Grasslands Trust. These services include acquisitions, valuations and advice on landlord and tenant matters, farm business and land management.

### **Saltram Countryside Park – Farmer/Landowner Consultation and Advice**

*Natural England, National Trust, Plymouth CC, with Land Use Consultants, 2010*

Farm and landowner consultation and advice relating to the development of a Masterplan for the Saltram area near Plymouth. The aim of the work was to develop opportunities for productive farming and diversified farm businesses on the edge of the city.

### **Mendip Hills Grazing Review**

*Somerset Wildlife Trust, 2009-2010*

Stage 1 involved an 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. Stage 2 of the work investigated two grazing/tenure options in more detail.

### **Environmental Stewardship – Entry Level Stewardship Applications**

*Various clients, 2009 ongoing*

Successful ELS applications and renewals completed for a large number of clients, within a broad range of farming systems including mixed estates, cereal farms, dairy units and smallholdings. Applications are tailored towards benefiting and improving the farm features and habitats whilst integrating with the specific farm system and management. Where applicable, agreements are designed to contribute to the Campaign for the Farmed Environment (CFE) in retaining and exceeding the environmental benefits that used to be provided by set-aside, and thus avoiding the risk of compulsory regulation.

### **Environmental Stewardship – Higher Level Stewardship Applications**

*Various clients, 2009 ongoing*

High profile and successful HLS applications for 50 + farm holdings including the Salperton Estate and Whittington Lodge Farm. This work includes detailed Farm Environment Plans (FEPs), option development and farm survey and farmer/contractor liaison. Agreements are targeted towards the key themes required by Natural England such as providing habitats for farmland birds or reducing diffuse water pollution, and are fully integrated into the individual farm system to ensure ease of management. Assistance and practical advice is available following submission to help landowners implement the schemes to their maximum potential.

### **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. We have also undertaken a number of R4F reports to help farmers identify ways of improving resource use efficiency and reducing costs.

### **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, 2008-2011*

The initiative involved 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 was 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

### **Integrating Natura 2000 Wetlands and Farming – Meeting Organisation and Facilitation**

*Landelijk Steunpunt Verdroging, DLG, Netherlands, 2011*

We were asked by the Dutch Government to organise and facilitate a two day meeting in Cambridge focused on restoring Natura 2000 wetland sites. The meeting brought together policymakers and practitioners from 6 EU countries (France, Germany, Netherlands, Poland, Portugal and the UK) with a view to exploring integrated, long term, sustainable solutions for connecting farming and food production with Natura 2000 habitat management and other ecosystem services such as flood mitigation and water conservation. Over the two days, we compared problems and solutions in different countries via a series of excellent presentations and discussions. A field trip to the Great Fen Project was also arranged.

### **Environmental Cost Benefit Datasheets**

*Countryside Council for Wales, with FWAG Cymru, 2009-11*

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, were 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. Subsequently, a CD with updated datasheets and an interactive ready reckoner was produced for advisors and farmers.

### **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](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.