

Department for Environment, Food and Rural Affairs

Review of Environmental Advice, Incentives and Partnership  
Approaches for the Farming Sector in England

## **Annexes to the Evaluation of selected advice and incentive schemes report**

March 2013

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## Annex 1 – List of Advice Schemes

Advice stream	Cost/resource	Policy area/organisation type	Information sources / evaluation reports	Advice driver			Priorities (Water, Soil, Biodiversity, Air)
				Legal	Financial incentive (inc. X-compliance)	Best practice (competitiveness and environment)	
<b>Government</b>							
<b>Environmental Stewardship (ELS advice and training through ETIP (FATI), HLS advice – Natural England advisers, Classic scheme management and renewals - ESA's and CCS – ETIP and NE advisers, MESME'</b>	c. £1.9m/year	Sustainable Land and Soils	Briefing notes from Defra policy team in response to consultation		Y	Y	S,B

			Farmer attitudes and evaluation of outcomes to on-farm environmental management (CCRI interim report, Jan 2012)			
			<u>Estimating the incidental socio-economic benefits of environmental stewardship (ES) (CCRI report, Mar 2010): <a href="http://archive.defra.gov.uk/evidence/economics/foodfarm/reports/es-socioeconomic/index.htm">http://archive.defra.gov.uk/evidence/economics/foodfarm/reports/es-socioeconomic/index.htm</a></u>			
			A review of the environmental benefits supplied by Agri environment schemes (2008)			
			<u>Estimating the Wildlife and Landscape Benefits of Environmental Stewardship (FERA, July 2010)</u>			
			Evaluation of Environmental Stewardship (Report – 2007)			
			Initial Assessment of Effectiveness of Environmental Stewardship (Report)			
			Review of Progress of Environmental Stewardship (Report)			
			UELS evaluation report for Defra, Jan 2012.			
			Agricultural advisory service analysis, AEA report for Defra July 2010.			

			Cumulative impact of ES on landscape character - BD5303				
			Preliminary Assessment of the Effectiveness of ETiP in influencing ELS Option Selection (Report - MA01051).				
<b>Forestry Commission (Woodland Officers, England Woodland Grants Scheme (EWGS) etc</b>	38 Woodland Officers around the country spending about 50% of their time on advisory activity	Sustainable Land and Soils	Briefing notes from FC in response to consultation		Y	Y	S,B
<b>Soil Protection Review 2010</b>	Advice provided through FAS and Cross compliance guide to soil management which is part of the SPR10 requirement - staff costs during development	Sustainable Land and Soils	Evaluation of cross compliance (ADAS Mar 2009)  SP1309 - Evaluation of the SPR10 and soil management practices in England - due Sept 12		Y	Y	S
<b>Soils for Profit (S4P)</b>	Part of SWARM initiative (see below)	Sustainable Land and Soils (Philip Earl)	<a href="http://www.naturalengland.org.uk/region/south_west/ourwork/soilsforprofitproject/default.aspx">http://www.naturalengland.org.uk/region/south_west/ourwork/soilsforprofitproject/default.aspx</a>		Y	Y	S

<b>Farming Advice Service</b>	£1m over 2 years	Sustainable and Competitive Farming Strategy	<u>Assessment of reduction in environmental burdens through targeted measures compared with whole farm approaches in cropping and livestock systems</u>		Y	Y	S,B,A
<b>Cross Compliance</b>	Most face to face advice is delivered through the FAS and RPA will provide advice through their Customer Contact Centre and new website. Will farmers receive through other sources?	Sustainable and Competitive Farming Strategy	Evaluation of Cross Compliance (ADAS, Mar 2009): Briefing notes from RPA. Agricultural advisory service analysis, AEA report for Defra July 2010.		Y	Y	W,S,B
<b>Campaign for the Farmed Environment</b>	£1.5m core Defra funding over 3 years (due to end after Jun 2012)	Sustainable and Competitive Farming Strategy	Briefing notes by Defra sponsorship team in response to consultation		Y	Y	S,B, W
			<u>Survey of land under environmental management - England (Lindsey Clothier, November 2011): <a href="http://www.defra.gov.uk/statistics/foodfarm/enviro/landenvmanage/">http://www.defra.gov.uk/statistics/foodfarm/enviro/landenvmanage/</a></u>				
			Farmer attitudes to environmental management (CFE & ACE Observatory) - IF01114. CCRI				

			CFE Partners Annual Reports. Agricultural advisory service analysis, AEA report for Defra July 2010.				
<b>Farming Online/business link</b>	<p>The Defra element of the Farming Theme (Defra Farm Surveys and Assessments) has a BAU budget of £1.2 Million (programme) – this covers the cost of the help line, Adlib document library, June survey delivery, Updates to transactional tools e.g. the cross compliance tool. There is no standing capital budget – capital funding will be bid for on a project by project basis.</p> <p>Business Link (HMRC) provide a budget for theme</p>	Sustainable and Competitive Farming Strategy	<a href="http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1086568388">http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1086568388</a>	Y	Y	Y	W,S,B,A

	improvement which is spread across all business sectors – £1 Million (this is spread very thinly) accessed through a bid process.						
<b>Integrated Advice Pilot project study</b>	£0.5M	Sustainable and Competitive Farming Strategy			Y	Y	W,S,B,A
<b>Demonstration Test Catchment Knowledge Exchange Project</b>	R&D project - £2.2m	Water Quality	<u>Demonstration Test Catchments: Catchment scale testing of measures to mitigate diffuse agricultural pollution on the Eden - WQ0210</u>		Y	Y	W,S,B,A
<b>Catchment Sensitive Farming</b>	This year (2011-12) £6.845m of funding for CSF will come from core Defra's Water Quality budget, which covers all aspects of the project except capital grants and some	Water Quality	Catchment Sensitive Farming Phase 1 & 2 evaluation (Report - 2011). CSF evaluation Report (2008). Agricultural advisory service analysis, AEA report for Defra July 2010.		Y	Y	W,S



	contracted advice.  £10.5m for capital grants and £1.48m of contracted advice is funded from RDPE Axis 1 funding.						
<b>Nitrate Vulnerable Zones</b>	Advice provided by NE and EA - (see below). Plus written advice on Farming Online.	Water Quality		Y	Y	Y	W,S, A
<b>Farming Link</b>	Defra staff costs.	Press Office, External Communications and Digital Communications	<a href="http://www.defra.gov.uk/food-farm/farminglink/">http://www.defra.gov.uk/food-farm/farminglink/</a>	Y	Y	Y	W,S,B,A
<b>RPA and Single Payment Scheme</b>	RPA customer contact centre: c.£4.3m. Guide to Cross compliance c. £123K. Other booklets and printed info c.£100K. Total	RPA Policy Customer and SPS Policy	<u>Briefing notes from RPA in response to consultation</u>		Y	Y	W,S,B

	c£4.5m. NB RPA inspectorate does not deliver advice.						
<b>English Heritage</b>			<a href="http://www.english-heritage.org.uk/publications/farming-historic-landscape-introduction-for-farm-advisers/">http://www.english-heritage.org.uk/publications/farming-historic-landscape-introduction-for-farm-advisers/</a>		Y	Y	
<b>English National Park Authorities Association</b>		Sponsorship and ecosystems	<a href="http://www.nationalparks.gov.uk/enpaa.htm">http://www.nationalparks.gov.uk/enpaa.htm</a>			Y	B,A
<b>AONBs</b>		Sponsorship and ecosystems	<a href="http://www.aonb.org.uk/wba/naaonb/naaonbpreview.nsf/Web%20Default%20Frameset?OpenFrameSet&amp;Frame=Main&amp;Src=%2Fwba%2Fnaaonb%2Fnaaonbpreview.nsf%2F%24LU.WebHomePage%2F%24first!OpenDocument%26AutoFramed">http://www.aonb.org.uk/wba/naaonb/naaonbpreview.nsf/Web%20Default%20Frameset?OpenFrameSet&amp;Frame=Main&amp;Src=%2Fwba%2Fnaaonb%2Fnaaonbpreview.nsf%2F%24LU.WebHomePage%2F%24first!OpenDocument%26AutoFramed</a>				.
<b>Energy Crops Scheme</b>			<a href="http://www.naturalengland.org.uk/ourwork/farming/funding/ecs/default.aspx">http://www.naturalengland.org.uk/ourwork/farming/funding/ecs/default.aspx</a>		Y		A
<b>The Anaerobic Digestion and Biogas Association</b>			<a href="http://www.adbiogas.co.uk/">http://www.adbiogas.co.uk/</a>				A,B,S
<b>The Anaerobic Digestion</b>							A,B,S

Demonstration Programme							
<b>Environment Agency (Inspectors, web and helpline)</b>	As part of the Water and Land department, in 2011, 23,000 hours of advice delivered in the course of primary duties on farms. In addition almost 3500 hours on agriculture communications in 2011-12.  (Some advice may go to intermediaries rather than direct to farmers). The Flood Risk department also deliver advice.	Water and Land (Ian Baker, EA)	<u><a href="#">Briefing notes from EA in response to consultation</a></u>	Y	Y	Y	W,S,B,A
<b>Farm resource improvement (FRIP)</b>		(SE RDA)	<a href="http://www.seeda.co.uk/what-we-do/european-investment/farm-resource-improvement-programme">http://www.seeda.co.uk/what-we-do/european-investment/farm-resource-improvement-programme</a>		Y	Y	
<b>South West Agricultural Resource Management</b>	£19m	(SW RDA)	<a href="http://www.swarmhub.co.uk/index.php">http://www.swarmhub.co.uk/index.php</a>		Y	Y	

<b>Initiative (SWARM).</b>							
<b>Rural Enterprise Investment Programme</b>		(Yorkshire RDA)	<a href="http://www.yorkshire-forward.com/helping-businesses/rural-businesses/funding/reip">http://www.yorkshire-forward.com/helping-businesses/rural-businesses/funding/reip</a>		Y	Y	
<b>Rural Business Support Programme</b>		(Yorkshire RDA)			Y	Y	
<b>Farm Resource Efficiency Programme</b>		(Yorkshire RDA)			Y	Y	
<b>Land Management Advisory System (LMAS)</b>		(NE – Momenta contract)	<a href="http://www.naturalengland.org.uk/ourwork/farming/landmanagementadvice/default.aspx">http://www.naturalengland.org.uk/ourwork/farming/landmanagementadvice/default.aspx</a>		Y	Y	W,B,S
<b>Landskills.</b>	c.£8.25m (over 2 years?)	(Yorkshire, East, East Midlands RDAs)	<a href="http://www.yorkshire-forward.com/helping-businesses/rural-businesses/landskills">http://www.yorkshire-forward.com/helping-businesses/rural-businesses/landskills</a>		Y	Y	W,S,B,A
<b>Woodland Grants Scheme</b>		(RDAs)	<a href="http://www.forestry.gov.uk/ewgs">http://www.forestry.gov.uk/ewgs</a>		Y	Y	S,B
<b>Woodfuel East</b>	£4.3m (over how	(EE RDA)	<a href="http://www.woodfueleast.org.uk/">http://www.woodfueleast.org.uk/</a>		Y	Y	B

	long?)						
<b>Livestock Health SE</b>	£870K over 2 years	(SE RDA)			Y	Y	
<b>Farming and Forestry Improvement Scheme (FFIS)</b>		RDPE	<a href="http://rdpenetwork.defra.gov.uk/funding-sources/farm-and-forestry-improvement-scheme">http://rdpenetwork.defra.gov.uk/funding-sources/farm-and-forestry-improvement-scheme</a>		Y	Y	W,S
<b>South West Health Livestock initiative (SWHLI)</b>	£7.5m (over two years?)	(SW RDA)			Y	Y	
<b>Non-Government</b>							
<b>Agrii</b>							
<b>Regional water companies</b>							
<b>Lantra</b>							
<b>Landex</b>							

<b>NIAB TAG</b>							
<b>British Institute of Agricultural Consultants</b>							
<b>Soils Association</b>							
<b>Crop Protection Association</b>							
<b>Green Futures</b>		Industry	<a href="http://www.cfeonline.org.uk/article.aspx?id=2147506505&amp;terms=green+futures">http://www.cfeonline.org.uk/article.aspx?id=2147506505&amp;terms=green+futures</a>		Y	Y	W,S,B
<b>Greenhouse Gas Action Plan (GHGAP)</b>		Industry	<a href="http://www.nfuonline.com/ghgap/">http://www.nfuonline.com/ghgap/</a>			Y	W,S,B,A
<b>Catchment Management Plans</b>		Industry partnerships	<u>Briefing notes from WQ/EA</u>			Y	W
<b>Levy bodies (AHDB)</b>		Industry	<a href="http://www.ahdb.org.uk/">http://www.ahdb.org.uk/</a>			Y	
<b>Red Tractor Assurance</b>		Industry	<a href="http://assurance.redtractor.org.uk/rtassur">http://assurance.redtractor.org.uk/rtassur</a>			Y	

<b>Schemes</b>			<a href="http://ance.global/home.eb">ance/global/home.eb</a>				
			<a href="http://www.leafuk.org/leaf/home.eb">http://www.leafuk.org/leaf/home.eb</a>			Y	W,S,B
<b>LEAF</b>		Industry	<u>The benefits of LEAF membership (CCRI report, Nov 2010):</u> <a href="http://www.ccri.ac.uk/Projects/FoodandFarming/Completed/LEAF.htm">http://www.ccri.ac.uk/Projects/FoodandFarming/Completed/LEAF.htm</a>				
<b>NFU Advice (regional advisors and helplines)</b>		Industry				Y	W,S,B,A
<b>CLA Advice</b>		Industry				Y	
<b>Tenant Farmers Association</b>		Industry				Y	
<b>Farming and Wildlife Advisory Group</b>		Industry	<a href="http://rdpenetwork.defra.gov.uk/news-and-publications/rdpe-news/inspiring-and-enabling-local-communities-an-integrated-delivery-model-for-localism-and-the-environm">http://rdpenetwork.defra.gov.uk/news-and-publications/rdpe-news/inspiring-and-enabling-local-communities-an-integrated-delivery-model-for-localism-and-the-environm</a>			Y	
<b>Central Association of Agricultural</b>		Industry				Y	

<b>Valuers (CAAV)</b>							
<b>Association of Independent Crop Consultants (AICC)</b>		Industry				Y	
<b>Agricultural Industries Confederation (AIC)</b>		Industry				Y	
<b>Pesticides Voluntary Initiative</b>	VI annual report suggests that around £10-15m is spent by industry	Industry	<u><a href="#">Evaluation of the Pesticides Voluntary Initiative (Report – 2009). Agricultural advisory service analysis, AEA report for Defra July 2010.</a></u>	Y		Y	
<b>Soils Management Initiative</b>		Independent company	<u><a href="http://www.smi.org.uk/faq/faq.html">http://www.smi.org.uk/faq/faq.html</a></u>		Y	Y	S
<b>Hedgelinek</b>		Industry partnership	<u><a href="http://www.hedgelinek.org.uk/about-hedgelinek.htm">http://www.hedgelinek.org.uk/about-hedgelinek.htm</a></u>			Y	B
<b>FACTS</b>		Industry				Y	S, A
<b>BASIS</b>		Industry				Y	S, A



<b>Tried and Tested</b>		Industry				Y	S
<b>Pig and Poultry Assurance Scheme</b>		Industry partnership	<a href="http://www.environment-agency.gov.uk/business/sectors/116186.aspx">http://www.environment-agency.gov.uk/business/sectors/116186.aspx</a>			Y	
<b>National Pig Health Improvement Project</b>		Industry	<a href="http://www.pighealth.org.uk/health/home.eb">http://www.pighealth.org.uk/health/home.eb</a>			Y	
<b>Get Pelletwise</b>		Industry	<a href="http://www.getpelletwise.co.uk/">http://www.getpelletwise.co.uk/</a>			Y	W,S,B
<b>Be Precise</b>		Industry	<a href="http://www.hgca.com/content.output/5194/5194/Crop%20Research/Crop%20Research/Precision%20farming.msp">http://www.hgca.com/content.output/5194/5194/Crop%20Research/Crop%20Research/Precision%20farming.msp</a>			Y	S,W,A
<b>Centre of Excellence for UK Farming</b>		Industry / academic partnership	<a href="http://www.ceukf.org/">http://www.ceukf.org/</a>			Y	
<b>British Farming Forum</b>		Independent	<a href="http://farmingforum.co.uk/forums/index.php">http://farmingforum.co.uk/forums/index.php</a>	Y	Y	Y	W,S,B,A
<b>UK Agriculture (Living</b>		Charity	<a href="http://www.ukagriculture.com/index.cfm">http://www.ukagriculture.com/index.cfm</a>			Y	W,S,B,A

<b>Countryside)</b>							
<b>Game and Wildlife Conservation Trust (GWCT)</b>		NGO	<a href="http://www.gwct.org.uk/education_advice/facetoface_advice/default.asp">http://www.gwct.org.uk/education_advice/facetoface_advice/default.asp</a>			Y	B
<b>Royal Society for the Protection of Birds (RSPB)</b>		NGO	<a href="http://www.rspb.org.uk/ourwork/farming/advice/">http://www.rspb.org.uk/ourwork/farming/advice/</a>			Y	B
<b>British Trust for Ornithology (BTO)</b>							
<b>Rivers Trusts</b>		NGO	<a href="http://www.theriverstrust.org/about/index.html">http://www.theriverstrust.org/about/index.html</a>			Y	W
<b>National Trust</b>		NGO				Y	B
<b>Wildlife Trust</b>		NGO				Y	B
<b>The Woodland Trust</b>		Charity	<a href="http://www.woodlandtrust.org.uk/en/moretrees-moregood/advice-centre/pages/advisers.aspx?formid=7">http://www.woodlandtrust.org.uk/en/moretrees-moregood/advice-centre/pages/advisers.aspx?formid=7</a>			Y	B

Animal Health							
<b>British Cattle Movement Service</b>	This is part of the RPA helpline service that supports the online Cattle Tracing system	Sustainable and Competitive Farming Strategy	<a href="https://secure.services.defra.gov.uk/wps/portal/ctso">https://secure.services.defra.gov.uk/wps/portal/ctso</a>				
			<a href="http://rpa.defra.gov.uk/rpa/index.nsf/vDocView/E50B93E88EAADBAF80256F72003DDB5F?OpenDocument">http://rpa.defra.gov.uk/rpa/index.nsf/vDocView/E50B93E88EAADBAF80256F72003DDB5F?OpenDocument</a>				
<b>Electronic Identification of Animals</b>		Sustainable and Competitive Farming Strategy	<a href="http://www.defra.gov.uk/food-farm/animals/movements/sheep/">http://www.defra.gov.uk/food-farm/animals/movements/sheep/</a>				
			<a href="http://www.defra.gov.uk/publications/2011/03/26/sheep-goats-guidance-pb13327/">http://www.defra.gov.uk/publications/2011/03/26/sheep-goats-guidance-pb13327/</a>				
<b>Herdshire</b>		Sustainable and Competitive Farming Strategy (Andrew Bishop)	<a href="http://vla.defra.gov.uk/vlascientific/vlas_herdsure.htm">http://vla.defra.gov.uk/vlascientific/vlas_herdsure.htm</a>			Y	
<b>Animal welfare advisory programme</b>	ADAS contract £220K for 2011-12	Animal Welfare	Briefing notes by Defra sponsorship team in response to consultation	Y		Y	

<b>AHVLA (including Herdsure etc)</b>		Rupert Hines (AHVLA)	<a href="http://www.defra.gov.uk/ahvla/about-us/">http://www.defra.gov.uk/ahvla/about-us/</a>				
<b>Livestock Health SE (RDA)</b>							
<b>Farming and Forestry Improvement Scheme (FFIS)</b>		RDPE	<a href="http://rdpenetwork.defra.gov.uk/funding-sources/farm-and-forestry-improvement-scheme">http://rdpenetwork.defra.gov.uk/funding-sources/farm-and-forestry-improvement-scheme</a>		Y	Y	W,S
<b>South West Health Livestock initiative (RDA)</b>							
<b>FAWC</b>							
<b>CHAWG</b>							
<b>EBLEX</b>							
<b>BPEX e.g. National Pig Health Improvement</b>							

<b>Project</b>							
<b>DairyCo</b>							
<b>Local authorities e.g. Dorset CC</b>							
<b>BVA</b>							
<b>BCVA</b>							
<b>RCVS</b>							
<b>NFU</b>							
<b>Helplines</b>							
<b>Defra Helplines</b>			Briefing from CCU including mini evaluation report and stats. CCM-AFC full list of government and industry helplines	Y	Y	Y	W,S,B,A
<b>FAS helpline</b>							W,S,B,A
<b>EA Helplines</b>			CCM-AFC full list of government and industry helplines	Y	Y	Y	W,S,A

<b>NE Helplines</b>			CCM-AFC full list of government and industry helplines	Y	Y	Y	W,S,B
<b>RPA helplines</b>			CCM-AFC full list of government and industry helplines	Y	Y	Y	W,S,B
<b>FERA helplines</b>			CCM-AFC full list of government and industry helplines		Y	Y	
<b>AHVLA helplines</b>			CCM-AFC full list of government and industry helplines			Y	

## Annex 2 – Venn maps of advice and incentive schemes

	Legal	Financial incentives (including cross compliance)	Best practice (environmental and competitiveness)
Water	Farming Online/business link	Cross Compliance	Cross Compliance
	Nitrate Vulnerable Zones	Campaign for the Farmed Environment	Campaign for the Farmed Environment
	Farming Link	Farming Online/business link	Farming Online/business link
	Environment Agency (Inspectors, web and helpline)	Integrated advice pilot	Integrated advice pilot
	Cross Compliance	Catchment Sensitive Farming	Catchment Sensitive Farming
		Demonstration Test Catchment Knowledge Exchange Project	Demonstration Test Catchment Knowledge Exchange Project
		Nitrate Vulnerable Zones	Nitrate Vulnerable Zones
		Farming Link	Farming Link

		RPA and Single Payment Scheme	RPA and Single Payment Scheme
		RDAs	RDAs
		Environment Agency (Inspectors, web and helpline)	English Heritage
			Environment Agency (Inspectors, web and helpline)
Biodiversity	Farming Online/business link	Environmental Stewardship	Environmental Stewardship
	Environment Agency (Inspectors, web and helpline)	Forestry Commission (Woodland Officers, EWGS etc)	Forestry Commission (Woodland Officers, EWGS etc)
	Farming Link	Farming Advice Service	Farming Advice Service
	Cross Compliance	Cross Compliance	Cross Compliance
		Campaign for the Farmed Environment	Campaign for the Farmed Environment
		Farming Online/business link	Farming Online/business link
		Integrated advice pilot	Integrated advice pilot



		Demonstration Test Catchment Knowledge Exchange Project	Demonstration Test Catchment Knowledge Exchange Project
		Farming Link	Farming Link
		The Anaerobic Digestion and Biogas Association	Environment Agency (Inspectors, web and helpline)
		The Anaerobic Digestion Demonstration Programme	RPA and Single Payment Scheme
		Environment Agency (Inspectors, web and helpline)	English National Park Authorities Association
		RPA and Single Payment Scheme	English Heritage
Air	Farming Online/business link	Farming Advice Service	Farming Advice Service
	Nitrate Vulnerable Zones	Farming Online/business link	Farming Online/business link

	Farming Link	Integrated advice pilot	Integrated advice pilot
	Environment Agency (Inspectors, web and helpline)	Demonstration Test Catchment Knowledge Exchange Project	Demonstration Test Catchment Knowledge Exchange Project
	Cross Compliance	Nitrate Vulnerable Zones	Nitrate Vulnerable Zones
		Farming Link	Farming Link
		Energy Crops Scheme	Environment Agency (Inspectors, web and helpline)
		The Anaerobic Digestion and Biogas Association	English National Park Authorities Association
		The Anaerobic Digestion Demonstration Programme	
		Environment Agency (Inspectors, web and helpline)	
Soil/Land	Farming Online/business link	Environmental Stewardship	Environmental Stewardship
	Nitrate Vulnerable Zones	Forestry Commission (Woodland Officers,	Forestry Commission (Woodland Officers,

		EWGS etc)	EWGS etc)
	Farming Link	Soil Protection Review	Soil Protection Review
	Environment Agency (Inspectors, web and helpline)	Soils for Profit (S4P)	Soils for Profit (S4P)
	Cross Compliance	Farming Advice Service	Farming Advice Service
		Cross Compliance	Cross Compliance
		Campaign for the Farmed Environment	Campaign for the Farmed Environment
		Farming Online/business link	Farming Online/business link
		Integrated advice pilot	Integrated advice pilot
		Catchment Sensitive Farming	Catchment Sensitive Farming
		Demonstration Test Catchment Knowledge Exchange Project	Demonstration Test Catchment Knowledge Exchange Project
		Nitrate Vulnerable Zones	Nitrate Vulnerable Zones

		Farming Link	Farming Link
		RPA and Single Payment Scheme	RPA and Single Payment Scheme
		The Anaerobic Digestion Demonstration Programme	Environment Agency (Inspectors, web and helpline)
		The Anaerobic Digestion and Biogas Association	English Heritage
		Environment Agency (Inspectors, web and helpline)	
		Energy Crops Scheme	

### Non Government schemes

	Legal	Financial incentives (including cross compliance)	Best practice (environmental and competitiveness)
Water	NFU Advice (regional advisors and helplines)	Green Futures	Green Futures

	British Farming Forum	Red Tractor Assurance Schemes	GHAP
		Pig and Poultry Assurance Scheme	Catchment Management Plans
	British Farming Forum		Levy bodies (AHDB)
			LEAF
			NFU Advice (regional advisors and helplines)
			CLA Advice
			Tenant Farmers Association
			CAAV, AICC, AIC
			Pesticides Voluntary Initiative
			Farming Futures
			FACTS, BASIS

			Tried and Tested
			Centre of Excellence for UK Farming
			British Farming Forum
			Get Pelletwise
			UK Agriculture (Living Countryside)
			Red Tractor Assurance Schemes
			Pig and Poultry Assurance Scheme
			Be Precise
			Rivers Trusts
Biodiversity	NFU Advice (regional advisors and helplines)	Green Futures	Green Futures
	British Farming Forum	Red Tractor Assurance Schemes	GHAP

		Pig and Poultry Assurance Scheme	Levy bodies (AHDB)
		British Farming Forum	LEAF
			NFU Advice (regional advisors and helplines)
			CLA Advice
			Tenant Farmers Association
			CAAV, AICC, AIC
			Pesticides Voluntary Initiative
			Hedgelink
			FACTS, BASIS
			Red Tractor Assurance Schemes
			Pig and Poultry Assurance Scheme

			Farming Futures
			Centre of Excellence for UK Farming
			British Farming Forum
			UK Agriculture (Living Countryside)
			RSPB
			National Trust
			Wildlife Trust
			The Woodland trust
			Game and Wildlife Conservancy Trust
			Get Pelletwise



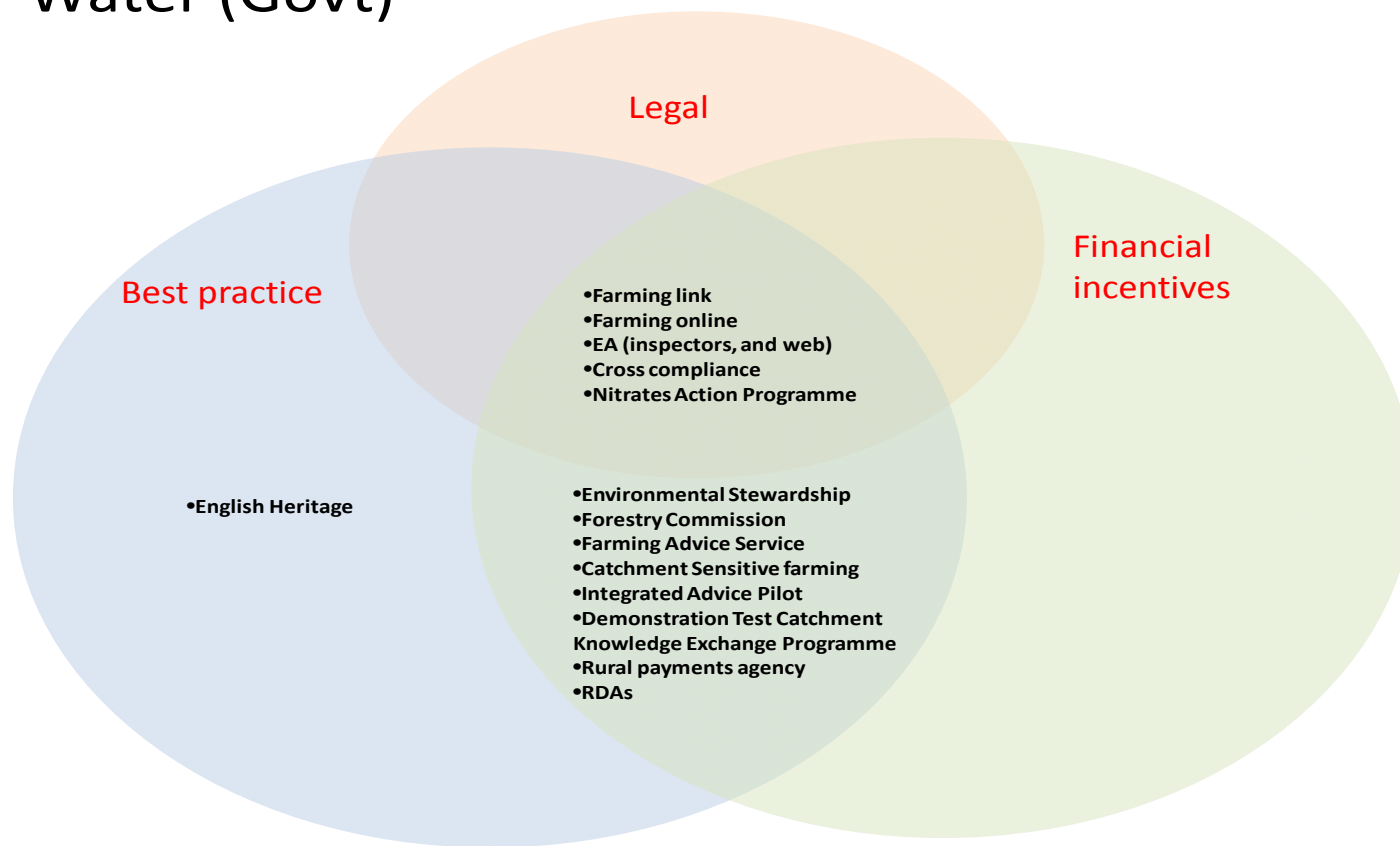
Air	NFU Advice (regional advisors and helplines)	Red Tractor Assurance Schemes	NFU Advice (regional advisors and helplines)
	British Farming Forum	Pig and Poultry Assurance Scheme	GHAP
		British Farming Forum	Levy bodies (AHDB)
			CLA Advice
			Tenant Farmers Association
			CAAV, AICC, AIC
			Pesticides Voluntary Initiative
			Farming Futures
			FACTS, BASIS

			Red Tractor Assurance Schemes
			Pig and Poultry Assurance Scheme
			British Farming Forum
			Centre of Excellence for UK Farming
			UK Agriculture (Living Countryside)
			Be Precise
Soil/Land	NFU Advice (regional advisors and helplines)	Green Futures	Green Futures
	British Farming Forum	Red Tractor Assurance Schemes	GHAP
		Pig and Poultry Assurance Scheme	Levy bodies (AHDB)
		British Farming Forum	LEAF

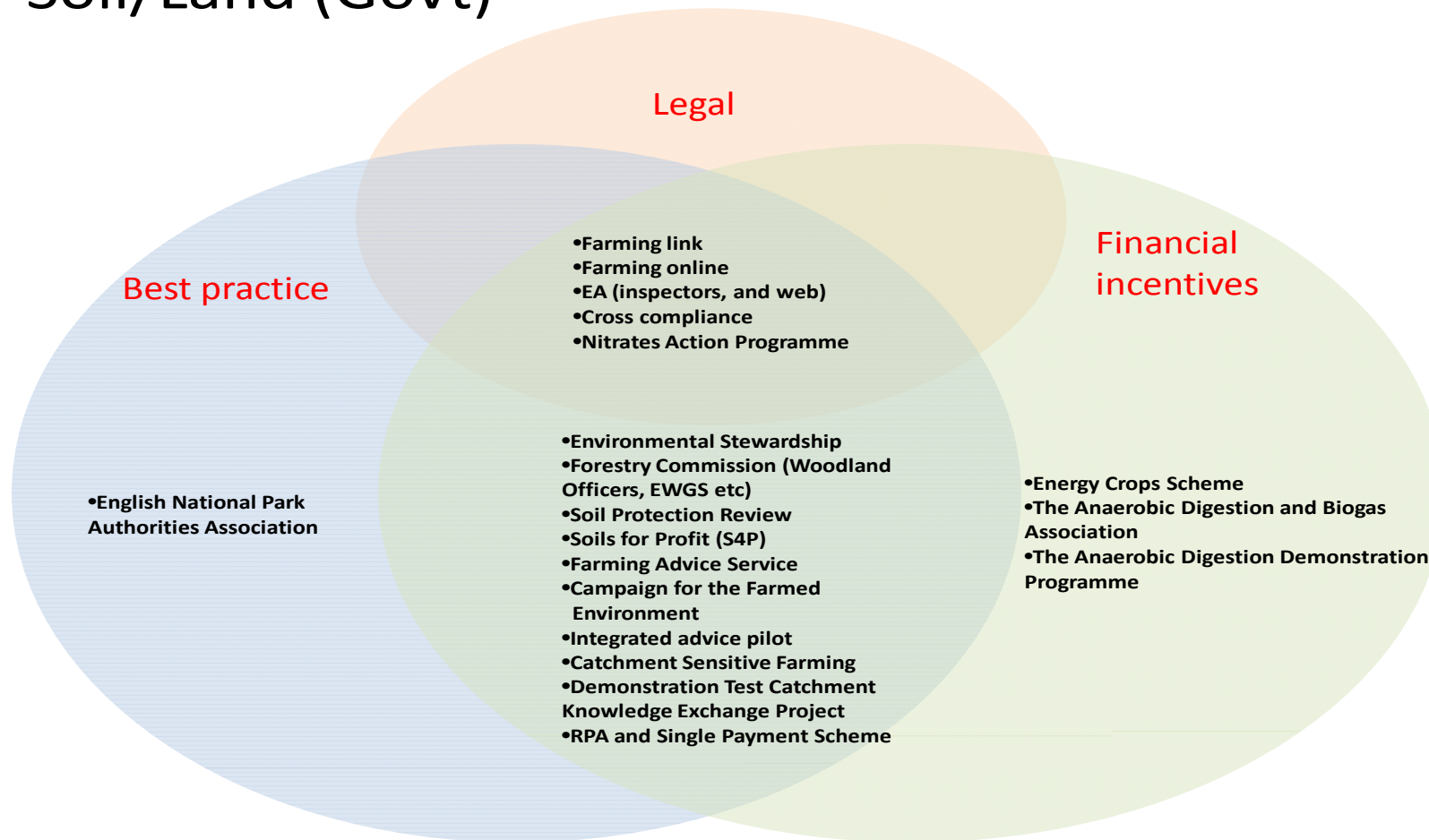
		NFU Advice (regional advisors and helplines)
		CLA Advice
		Tenant Farmers Association
		CAAV, AICC, AIC
		Pesticides Voluntary Initiative
		Soil Management Initiative
		FACTS, BASIS
		Red Tractor Assurance Schemes
		Pig and Poultry Assurance Scheme
		Centre of Excellence for UK Farming
		Farming Futures

			British Farming Forum
			UK Agriculture (Living Countryside)
			Get Pelletwise
			Tried and Tested
			Be Precise

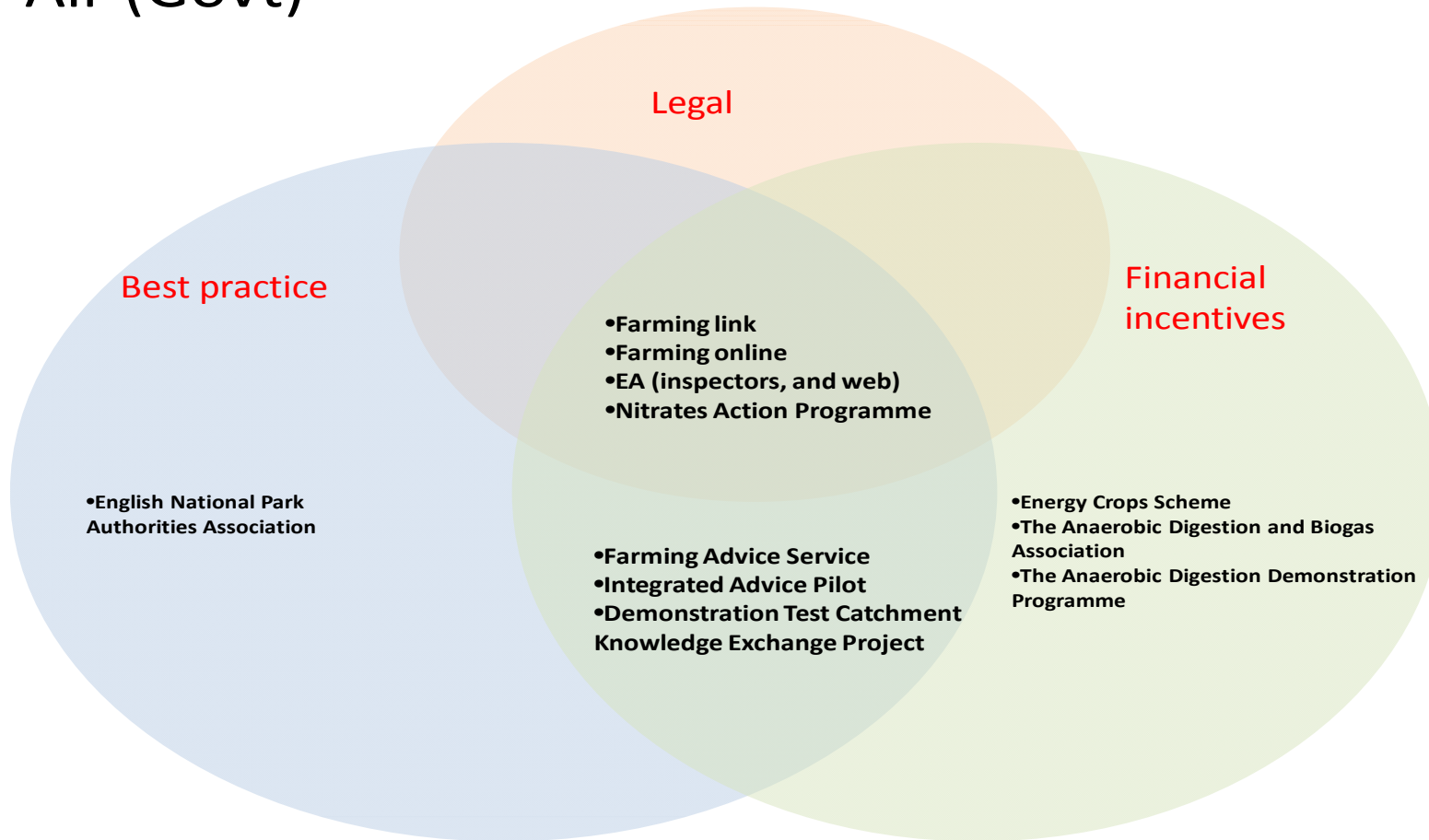
# Water (Govt)



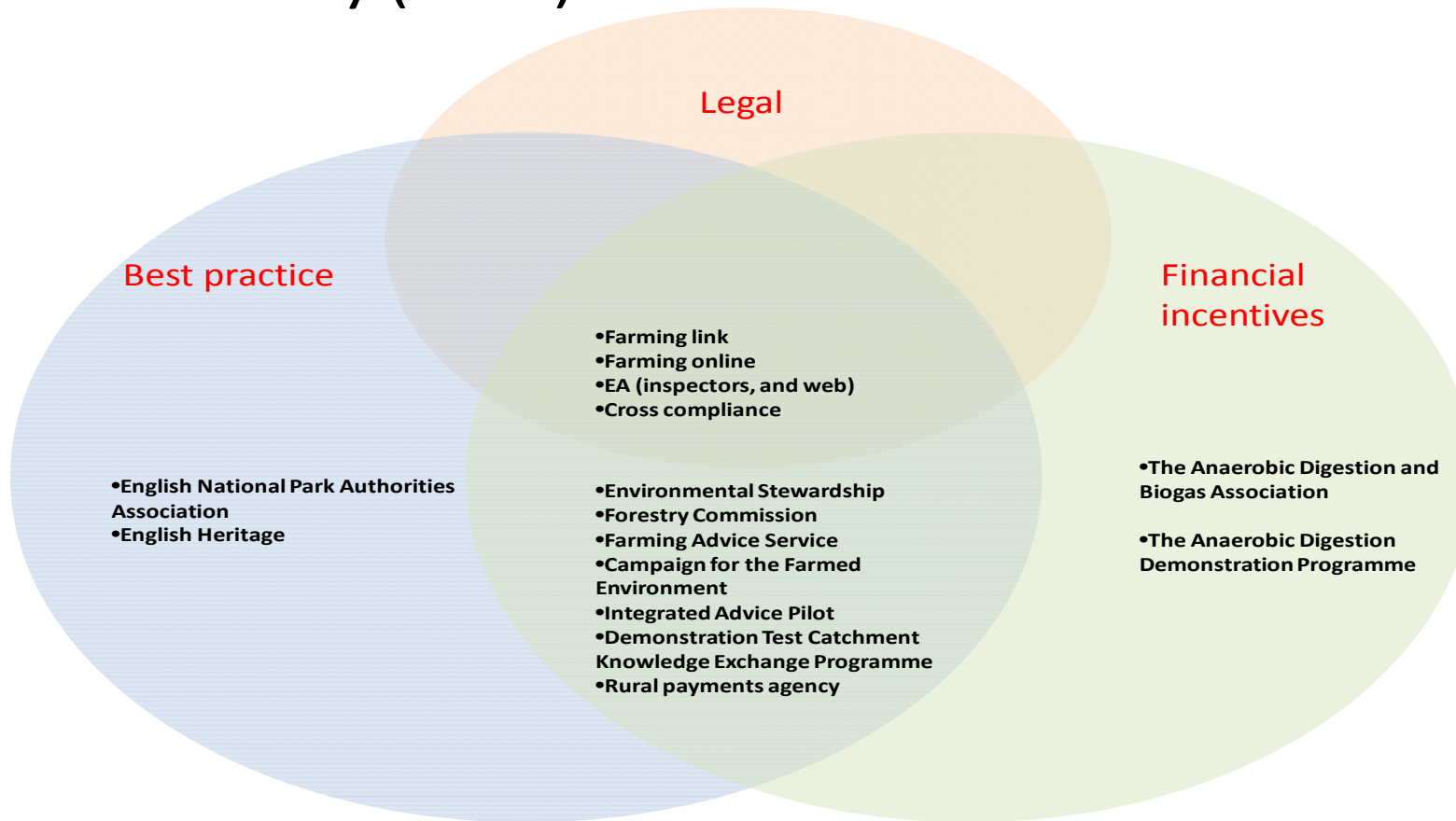
# Soil/Land (Govt)



# Air (Govt)

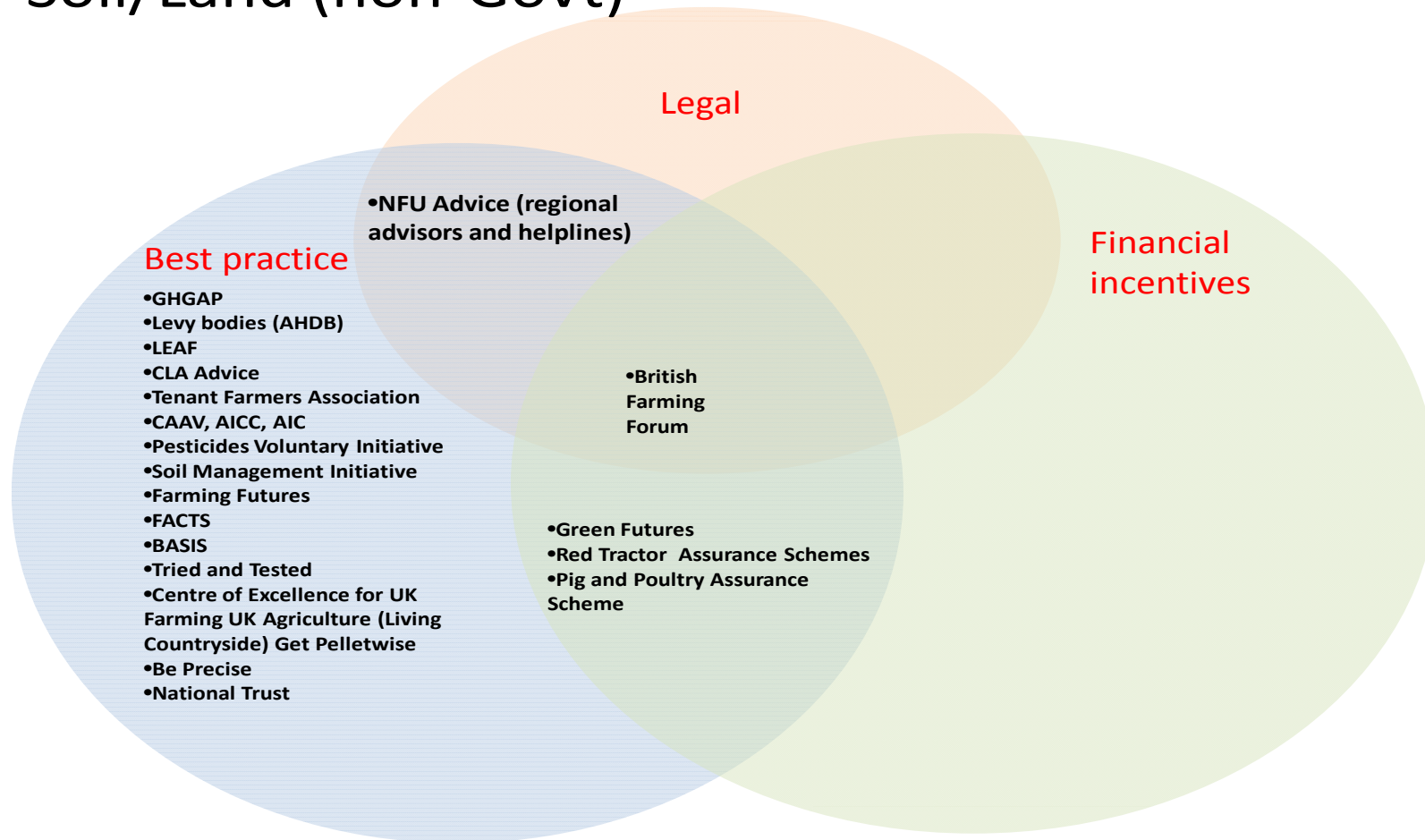


# Biodiversity (Govt)

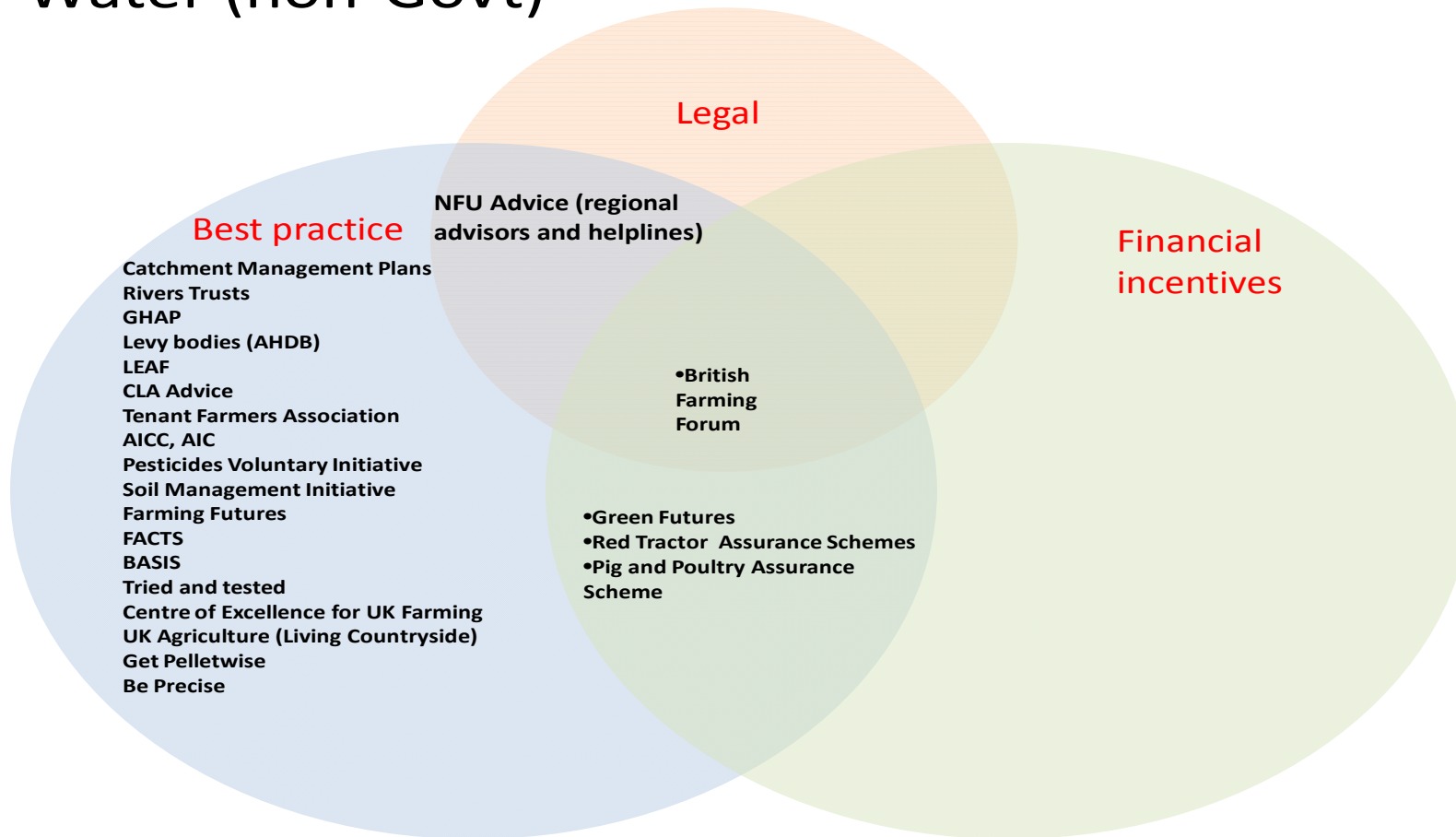




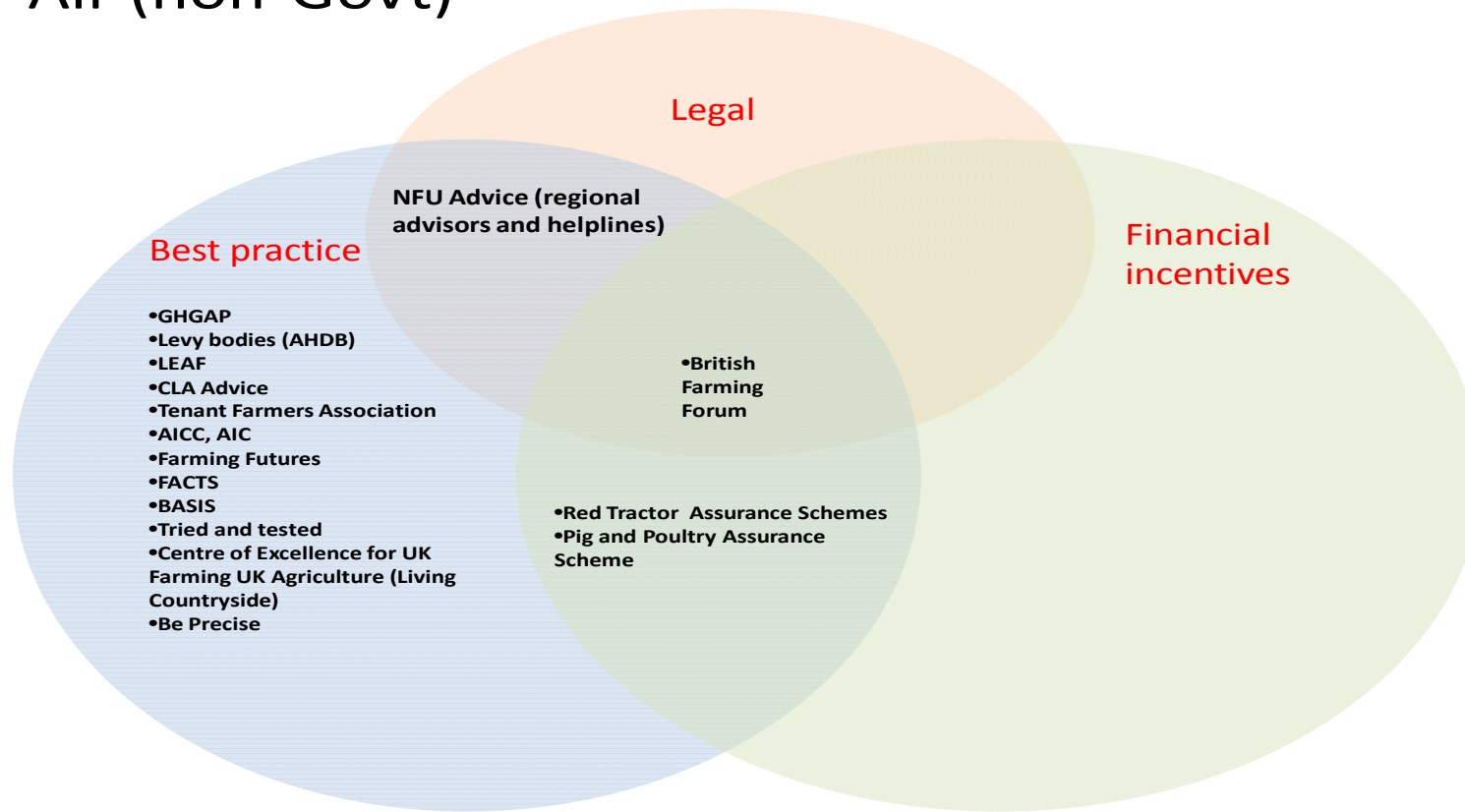
# Soil/Land (non-Govt)



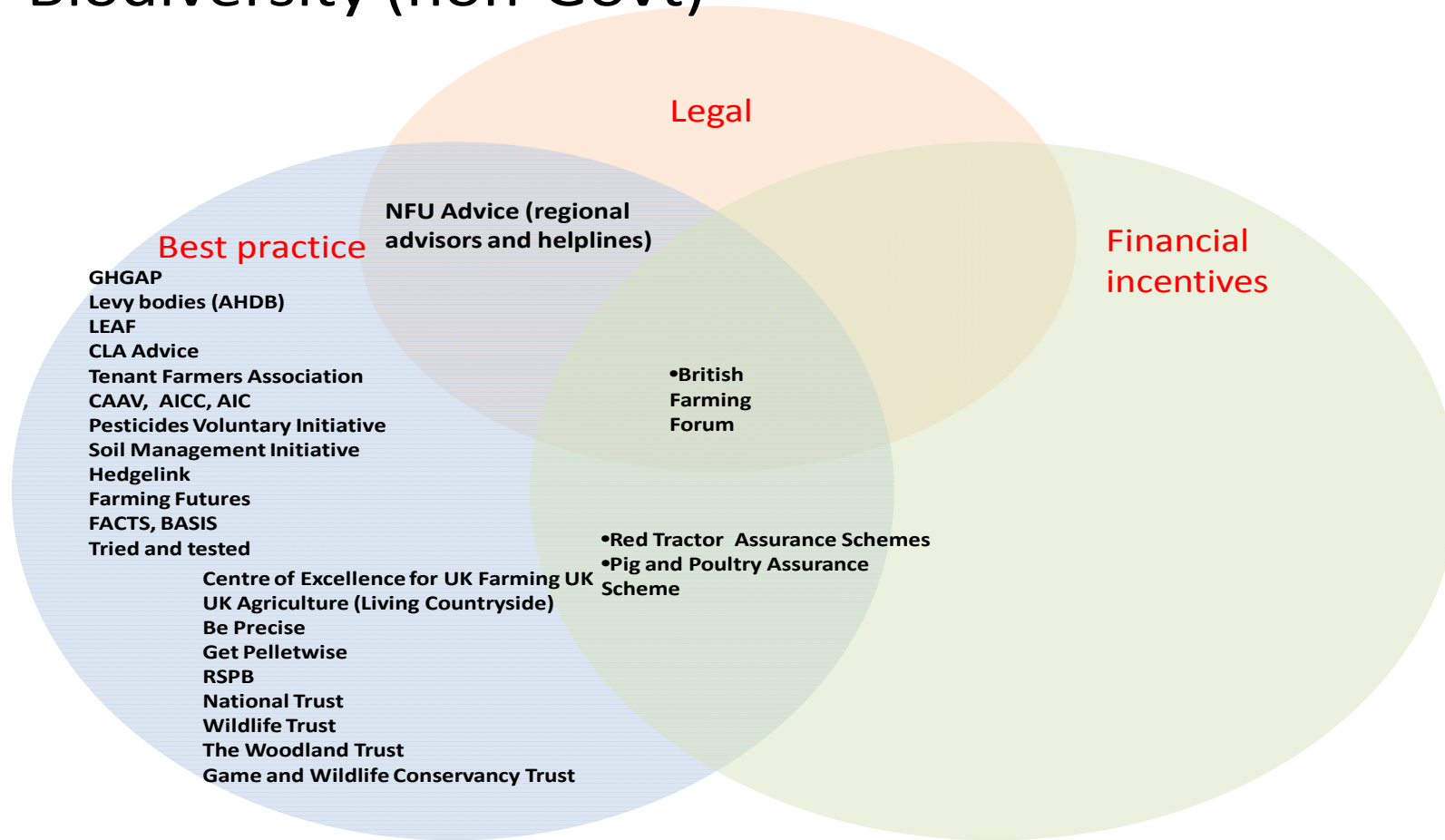
# Water (non-Govt)



# Air (non-Govt)



# Biodiversity (non-Govt)



## **Animal Health Advice sources**

<b>AHVLA (including Herdsure etc)</b>
<b>Livestock Health SE (RDA)</b>
<b>South West Health Livestock initiative (RDA)</b>
<b>Farm Animal Welfare Committee</b>
<b>Cattle Health And Welfare Group</b>
<b>EBLEX</b>
<b>BPEX e.g. National Pig Health Improvement Project</b>
<b>DairyCo</b>
<b>Local authorities e.g. Dorset CC</b>
<b>British Veterinary Association</b>
<b>British Cattle Veterinary Association</b>
<b>Royal College of Veterinary Surgeons</b>
<b>British Cattle Movement Service</b>
<b>Electronic Identification of Animals (Defra/RPA)</b>

<b>Animal welfare advisory programme (ADAS/Defra)</b>
<b>NFU</b>
<b>Private practice</b>
<b>National Beef Association</b>
<b>TB advisory service</b>

## Annex 3 – Key principles for the provision of advice

**Key Principle 1: Advice should be flexible and designed to manage and account for short and long-term change.**

### **Key Messages:**

- *Different modes of advice provision work in different ways, so it is important to use more than one approach, recognising the strengths and weaknesses of each.*
- *Change will occur at several levels, from practices in an individual field to much wider changes in society; and can be affected both by ‘top down’ messages from Europe, and ‘bottom-up’ activities by local farmers and within rural communities.*
- *Behavioural change is long term and may be prevented, or delayed, by constraints and/or shifting evaluations of the costs versus benefits of change.*

**Key Principle 2: Advice is interpreted as part of a wider set of influences on behaviour, including economic incentives and/or regulatory sanctions, and must be designed and delivered with this in**

**Key Principle 3: Advice should be specific, targeted and encourage a response from the farmer.**

### **Key Messages:**

- *Messages will be received differently by different farmers depending on own their experiences and views; equally different farmers have different motivations for seeking, thinking about and acting on advice.*
- *Other professionals also give advice to farmers, and any given message is just one among many.*
- *Advice should aim to convince farmers that environmental protection is their responsibility, is serious, and that they can make a difference through their actions.*
- *Farmers are unlikely to act on advice unless they are convinced of the utility of the advice for*

**Key Principle 4: Advice should only be provided by sources who are trusted and seen as credible by the farmer.**

### **Key Message**

*The creditability and trustworthiness of the source will be based on:*

- *The reputation of the source organisation; and*
- *The reputation of the individuals providing the advice, and their relationship with the farmer.*

## **Key Principle 5: Understand and exploit the socially constructed nature of messages**

### **Key Messages:**

- *The interpretation of advice is influenced by perceptions of the changing role of farming in society, and by social changes affecting the 'family farm' and the 'farm business'.*
- *Decisions, especially strategic decisions, are normally made collectively by the farm partners or the family; and management is often carried out by others (e.g. farm workers, contractors).*
- *Existing knowledge networks should be harnessed to deliver advice, but be aware of the*



## Annex 4 – Detailed Review Survey questions

*NEWP #20 RESEARCH*

INTERVIEWER NAME:				INTERVIEW DATE:						
INTERVIEWER I.D. NUMBER				INTERVIEW DAY:						
				MO N 1	T U E 2	W E D 3	TH U 4	FR I 5	SA T 6	SU N 7

ASK TO SPEAK TO NAMED CONTACT:

Good morning/afternoon/evening. My name is ..... and I am calling from BMG Research, an independent research company carrying out a survey on behalf of Defra and the Rural Payments Agency. We are interested in the views farmers and land managers have about the current systems for providing advice, information and incentives to people like you. Your views will help the government to improve how various advice, guidance and information schemes are delivered and received by farmers and land managers.

The survey will take around 15-20 minutes to complete and all of the answers you give me will be treated in the strictest confidence. Your own responses will not be passed back to Defra, the RPA nor any of the

schemes you are involved in. Defra; will only receive the overall responses from this survey grouped together.

- **NOTE: IF CHALLENGED PLEASE LEAVE THE TELEPHONE AND CONTACT DETAILS FOR:**

**Steve Handley, Associate Director BMG Research, Tel: 0121 333 6006**

**Dr Martin Cannell, Sustainable and Competitive Farming Strategy, Defra, 020 7238 1675**

**IF NOT CONVENIENT, ARRANGE TIME / DAY FOR CALL BACK**

## **Introduction**

As you know, advice and information are available in many forms, for example face to face (including organised events) and written guidance (on the internet or 'hard copies'). It also concerns a wide range of topics, like payment schemes for agri-environmental stewardship, and advice to help farmers comply with statutory law. It can also be delivered, to help strengthen farm practices, by a range of providers both within industry (e.g. from independent agronomists), government (e.g. catchment sensitive farming) and locally (e.g. national parks). This survey asks some generic questions covering all these aspects.

The purpose of the survey is to help government understand the most efficient way of delivering advice to farmers and land managers and we are seeking your views on a selection of formal advice, guidance and information schemes and initiatives that are representative of the current system. We are looking to identify what you considered to be good practice in delivering advice and information, and also where you felt the system didn't work quite so well. We have used the same questions for each scheme so that the results will allow comparisons to be made.

## **SECTION 1 – ADVICE AND INFORMATION SOURCES**

In the first few questions I would like to ask you about sources of farming and agricultural advice you have used recently. DERFA are interested in the different types of information and support that farmers access to support their business needs. This support could be from government agencies, from industry sources or from elsewhere. Examples of support include grants and schemes, advice on finance and business management, crop protection, agronomy, environmental protection, or veterinary matters.

Q1. What are the main schemes, initiatives and sources of advice that you have had experience of in the past year? **TYPE IN BELOW**

First mention

Subsequent mentions **PROBE FULLY**: Can you think of any more?  
**TYPE IN BELOW**

Q2 In general how easy or difficult is it to find the advice and information you need to run your farm/business? **SINGLE CODE**

1	Very easy	GO TO Q4
2	Fairly easy	GO TO Q4
3	Fairly difficult	GO TO Q3
4	Very difficult	GO TO Q3

Q3 Why do you feel that finding advice and information is difficult?  
**PROBE FULLY**

Q4 Can you think of a particularly good advice source / scheme you have accessed during the last 12 months? **TYPE IN**

None - **SKIP TOQ6**

Q5 Why was this particularly good? **TYPE IN**

Q6a Have you contacted any of these government bodies for advice or information during the last year? **READ OUT. SINGLE CODE FOR EACH.**

	Yes	No
Defra	1	2
Natural England	1	2
Forestry Commission	1	2
Environment Agency	1	2
Rural Payments Agency	1	2
EBLEX, DairyCo, BPEX, HGCA	1	2

Q6b And have you contacted any of these industry bodies for advice or information during the last year? **READ OUT. SINGLE CODE FOR EACH.**

	Yes	No
National Farmers Union	1	2
CLA (Country Land and Business Association)	1	2
Agricultural Industries Confederation	1	2
Independent advisers / agronomists	1	2

There are a number of government and industry advice sources that we are interested in gaining feedback on. Our records suggest that you may have some experience of accessing advice and/or information from them.

Q7 Have you received advice or support from or in relation to...?

SAY IF NECESSARY – I have a short description of this if you need it.

	Yes	No	Don't know
SCHEME NAME	1	2	3

IF RESPONDENT HAS NOT BEEN INVOLVED IN ANY SCHEMES OR QUOTAS FULL GO TO PROFILE SECTION.

### SCHEME EXPERIENCE

I would now like to ask you a few more questions about the INSERT NAME advice/information you received?

Q8 How strongly do you agree or disagree that the advice and information from/in relation to INSERT NAME...? **READ SCALE.**

### SINGLE CODE

		Agree Strongly	Agree Slightly	Neither agree nor disagree	Disagree Slightly	Strongly Disagree	Don't know/not applicable
A	was easy for you to access	1	2	3	4	5	6
B	was easy for you to understand	1	2	3	4	5	6
C	contained an appropriate level of explanation on the needs and benefits of the scheme	1	2	3	4	5	6

**b And would you agree or disagree that...? SINGLE CODE**

D	Extra advice, information and explanations were available if required	1	2	3	4	5	6
---	---	---	---	---	---	---	---

We are also interested in how much the INSERT NAME advice/information takes into account the needs of individual farmers.

**Q9 How strongly would you agree or disagree that the INSERT NAME advice /information...? READ SCALE. SINGLE CODE**

		Agree Strongly	Agree Slightly	Neither agree nor disagree	Disagree Slightly	Strongly Disagree	Don't know/not applicable
A	Made clear how this initiative was relevant to related to your farm	1	2	3	4	5	6



	enterprise and sector						
B	Was easy to relate to the kind of situations you face in your business	1	2	3	4	5	6
C	Were consistent with the aims and objectives you have for your business	1	2	3	4	5	6
D	Took into account your skills, experience and local knowledge	1	2	3	4	5	6
E	Took into account the potential financial impact on your business	1	2	3	4	5	6
F	Took into account the potential impact on your workforce	1	2	3	4	5	6
G	Made clear the potential benefits to the environment	1	2	3	4	5	6
H	Suggested a positive outcome for both farming and the natural environment.	1	2	3	4	5	6
I	Seemed to be in line with other messages and innovations in the farming sector	1	2	3	4	5	6
J	Conflicted with other advice you have received	2	3	4	5	6	2

**IF AGREE TO CONFLICTING ADVICE AT Q9J ASK Q10**

Q10 Please can you explain a bit more about the nature of this conflicting advice...?

--

Q11 As part of this initiative did you receive any advice that you felt was in conflict with the regulatory requirements for your business? **SINGLE CODE**

1	Yes
2	No
3	Don't know

Q12 Did you have contact with a representative of INSERT NAME either in person, on the phone, or by email/letter? **SINGLE CODE**

1	Yes	GO TO Q13
2	No	GO TO Q14
3	Can't remember	GO TO Q14

Q13 Would you say that the person(s) you had contact with....? **READ SCALE. SINGLE CODE**

		Agree Strongly	Agree Slightly	Neither agree nor disagree	Disagree Slightly	Strongly Disagree	Don't know/not applicable
A	Communicated clearly	1	2	3	4	5	6
B	Listened to your questions or concerns	1	2	3	4	5	6
C	Acted upon or answered your questions/concerns	1	2	3	4	5	6

Q14 Thinking about your overall experience of INSERT NAME we would like your views on its impacts. How strongly would you agree or disagree with the following statements? **SINGLE CODE**

		Agree Strongly	Agree Slightly	Neither agree nor disagree	Disagree Slightly	Strongly Disagree	Don't know/not applicable
A	The advice/information was successful in helping you to deliver on-farm benefits	1	2	3	4	5	6
B	The advice/information you received has delivered environmental benefits for your land/farm	1	2	3	4	5	6

C	The advice/information you received has delivered financial benefits	1	2	3	4	5	6
---	--	---	---	---	---	---	---

Q15 And how do you think the INSERT NAME, or ones similar to it could be improved in the future? TYPE IN.

For comparison can I also ask you about the INSERT NAME. This is the last scheme I will ask you about.

**REPEAT FURTHER ROTATION OF Q8 TO Q15**

Q16 Finally, thinking about your current activities are there any topics for which you can't currently find enough advice and information about?

## **Annex 5 – Detailed Review Workshop questions**

### **Provider questions**

#### **Funding and ‘cost per contact’**

1. Approximately how much Government funding (per year if possible) goes into running the scheme? [*This should include the cost of administering the scheme and providing advice. It will be useful to know the cost of advice provision on its own. It will also be useful to tease out the funding sources – RDPE, GiA etc* ]
2. Approximately how many farmers/land managers are advised (per year if possible) through the scheme?
3. In what format is the advice usually delivered (e.g. 1 to 1, group events, written advice, telephone etc)?

#### **Uptake**

4. If the advice concerned actions required by legislation, what level of compliance/non-compliance was achieved
5. If the advice concerned best practice (either on environmental or competitiveness outcomes, including cross compliance), to what extent has the LM's understanding of the issue and/or willingness to take action changed as a result of advice?

#### **Quality of implementation**

6. To what extent does the scheme meet local and/or national needs?
7. Are the measures advised upon being properly applied on the farm e.g. buffer strips in the right best place, pollen and nectar mixes establishing correctly?
8. Legacy: has there been a long-term change in approach which means benefits would be delivered in the absence of advice, regulation or financial incentive?

#### **Customer experience (where data are available)**

9. Was advice provided in a timely manner?
10. Were queries dealt with satisfactorily?

11. Did the farmer or land manager go back to same source of advice in the future if they needed to?

12. Did the advice given take business needs into account?

**Further information**

13. What sources of published and unpublished information are available – evaluation reports, surveys, annual reports etc (information on the environmental impact/performance of schemes if available, will be of interest).

## **Annex 6 – Detailed Review Case Study summaries**

### **CATCHMENT SENSITIVE FARMING (CSF) - CASE STUDY EVALUATION**

The following is a summary of the workshop discussion held on 31<sup>st</sup> May 2012, including information supplied by the scheme providers before and after the workshop.

#### **Background**

The CSF Project aims to reduce the contribution of agriculture to poor water quality (through diffuse water pollution). It supports Defra's obligations under the Water Framework Directive by raising awareness amongst farmers of the risks to water quality arising from agriculture, and promoting the voluntary adoption of mitigation and adaptation measures. CSF represents unique partnership working between Defra, the Environment Agency (EA) and Natural England (NE). When the project originated in 2006 it was located in 40 priority catchments across England. In 2010 the project expanded into a further 10 catchments, representing 40% of agricultural land in England. From 2011, it became notionally national, working at RBMP catchment level. There are currently 75 catchments engaged in the initiative. Of these, 65 are co-ordinated by a Catchment Sensitive Farming Officer employed by Natural England, and 10 are co-ordinated by partners. Engagement is planned in a further 8 catchments which will be co-ordinated by contractors. The project has a Capital Grants Scheme which is funded through Axis 1 of the Rural Development Programme for England (RDPE).

#### **Funding and uptake**

Last year (2011-12) £6.845m of funding for CSF came from Defra's core Water Quality budget, which covered all aspects of the project except capital grants and some contracted advice. £10.5m for capital grants and £1.48m of contracted advice is funded from RDPE Axis 1 funding. The Capital Grants Scheme (funded through Axis 1 RDPE -) has been very popular (over-subscribed) and the cost of administration was £140,000 which represents very good value for money compared to other such schemes. At Defra level, it has usually had 1 HEO employed on administration, who is shared with the Nitrates team. Most routine administration is done by NE, using the Core Defra funding. M&E is done by EA, again using core Defra funding. The current Project 2011-13 makes allowance for £3.9 million of the £6.42 million Core Defra Grant in Aid to be spent on staff costs and administration. The bulk of this is the staff costs for approximately 50 Catchment Sensitive Farming Officers, who deliver advice to farmers in person, and commission delivery where

necessary. Water policy team are in the process of considering what CAP reform will mean for the CSF Project and in particular post March 2014. £21.5 million has been allocated for the 2012/13 round of RDPE support for CSF CGS. £4m from this budget comes from core Defra funding (£2m Exchequer and £2m EAFRD), while the remaining £17.5m comes from Voluntary Modulation (RDPE).

## **Delivery and implementation**

Something that has worked very well for the CSF Project is the fact that it is a very target/outcome focussed project (addressing Diffuse Water Pollution from Agriculture - DWPA). This means that messages can be clear and monitoring and evaluation can be efficient. The project is essentially a five component package:

Regional delivery (through CSFOs + FATI contractors in 65 catchments)

Partnership working (in 10 catchments and through 4 National Partnerships)

Monitoring and evaluation

Capital Grants Scheme (an important lever for encouraging uptake of advice and measures)

Communications and advocacy

Evidence plays an important role so that providers can ensure (i) advisors are clear on what outcome/ advice is needed and (ii) farmers fully understand the messages and why they are required to take action. It was noted that “even if there was 100% compliance with Cross Compliance measures there would still be a significant gap in meeting the requirements of the Water Framework Directive (and therefore a need for the CSF project)”. The EA/ NE/ Defra partnership works well. Regular *joint* visits by CSFOs and EA environment officers give additional context for farmers regarding advice on regulation and from August 1<sup>st</sup>, all EA employed CSFOs will be transferred to NE. CSFOs also work closely with Natural England land management colleagues to ensure that Environmental Stewardship schemes are targeted to address resource protection issues where possible. However the separate branding of CSF (e.g. having its own logo) has been very beneficial as it helps to deliver complex messages under a unified banner. CSF advice is accompanied by the financial incentives available under the capital grant scheme. This approach is highly effective and leads to outcomes that are greater than the sum of the advice and incentive on their own (multiplier effect). The national and catchment partnerships, for example with the Rivers Trusts, have helped to provide a consistent message at national and local levels as well as additional resources and expertise. These can be very diverse organisations in terms of size and structure. For instance, at catchment level, CSF did work closely with the West Country Rivers Trust (who provided advice whilst CSF



co-ordinated delivery of the financial incentive). NGO's can also be important stakeholders although careful consideration of how they operate can be important to ensure interactions are productive and risks of overlap and confusion of messages are addressed.

Trust is clearly a key component of the delivery – relationships built up with farmers over longer periods of time are important and this issue is related to the planning of catchment entry and exit strategies. Experience has shown that it is important to give a clear exit date from the outset. However, there is also an optimum time to build the trusted relationship required for effective advice delivery which could be as much as 6-8 years. Clearly the cost/benefits of different timing strategies need to be carefully considered with long term outcomes in mind. Monitoring is being focused more locally (as well as nationally) now so it's possible to work out which components of the package need attention in which areas (e.g. communications, advice, improved partnerships etc). The CSF M&E programme has also been effective in providing valuable evidence that link outcomes to advice provision.

## **Evaluation and key messages**

Regarding future improvements and efficiency savings, the providers recognise the need to sustain the benefit gained from the provision of CSF advice with diminishing resources. One route is to seek opportunities to work with other organisations to target catchments without CSFOs in a cost effective way. A key inefficiency is the continued difficulty of influencing 'hard to reach' farmers – innovative approaches are needed to engage them in a cost effective way.

There is the potential to couple financial aid to additional and ongoing commitments from land managers such as the mandatory attendance of workshops given by previously successful grant holders etc. This suggestion was made in recognition of government's reputation for "giving financial support and asking for little in return". In addition more stringent conditions could be attached to grant provision – for example, a compulsory requirement to attend a CSF event or a follow up visit. Some form of integrated 'business advice' product that includes an environmental component was also mooted.

The providers acknowledge that there is a balance to be sought between targeted approaches vs. the more general ecosystems approaches. The advantages of the former being clear focused for delivery, simpler communication of messages and quantification of the benefits.

## **Key points**

Clear target/ outcome focus (water quality only) - makes for efficient monitoring and evaluation – linking outcomes to advice provision

Localised delivery - through CSFOs and 3<sup>rd</sup> sector advice providers contracted via the FATI framework

Advice & incentives (CGS – RDPE) together work well (multiplier effect)

Evidence plays an important part in good advice provision

Partnership working with stakeholders is important e.g. Rivers Trust

Separate branding is very beneficial

Good monitoring and evaluation plans – helpful

Trusted advisers (relationships built over time) – important for effective delivery

Clear entry and exit strategies important.

## **BETTER RETURNS PROGRAMME – CASE STUDY EVALUATION**

The following is a summary of the workshop discussion held at Defra on 21<sup>st</sup> June 2012.

### **Background**

In the late 1980's there were a plethora of advice sources available for livestock keepers. For example, ADAS delivered free consultancy services and MAFF had experimental husbandry farms, and commercial companies had team of rep's visiting farmers passing on information in return for business. These have either ceased or become paid for services, which has also resulted in a loss of some expertise. Defra recognised this knowledge gap, listened to EBLEX and provided funding for the sheep Better Returns Programme in 2003 (at a cost to Defra of £1.5M over 3 yrs), delivered by EBLEX to producers in England. In 2006 the beef Better Returns Programme was set up (with a Defra grant of £1.2M over 3 yrs). The knowledge and resources gained from the early projects have been continued with levy funding by EBLEX. The current programme is targeted at the sheep and beef industry and is EBLEX's main farmer facing activity, designed to deliver technical information to producers with the aim of improving efficiency and promoting best practice. In the beef and sheep sector there is an expectation that farmers don't pay for private advice in the same way that arable farmers use agronomists (due largely to lower returns on investment and smaller unit size of enterprise).

### **Funding and uptake**

Currently the BRP is funded entirely by EBLEX, primarily from Levy funds. BRP project expenditure is ~£440K/yr with an additional ~£220K required for the project team overheads. Some additional staff resource is also used for delivery and facilitation of events and technical materials from the EBLEX Regional Managers and R&D teams so the true project budget is probably more like £750-800K/yr out of an annual levy income of £11M. EBLEX have also tried to access RDPE money (which could be used for example, to hold more technical events and extend delivery) but have experienced difficulties in the past. Historically the EBLEX levy has been considered unsuitable for match funding of RDPE projects. The levy is classified as 'public income' by the treasury (meaning they are unable to apply for matched funding). However EBLEX has some commercial income which has allowed them to match fund, and run RDPE funded projects. It is hoped that the next round of RDPE is different with more opportunities to use these funds to extend activity under BRP and benefit from the resources BRP has to offer. There are around 20,000 producers on the BRP database now and it is thought that this

represents around ~50% of the total number of commercially active livestock holdings in England.

## **Delivery and implementation**

Projects are delivered in a number of formats, acknowledging the variety of learning styles people have. For example there are technical handbooks, Vet Days, Farmer Manuals and events. The Farmer Manuals were reported to be successful as a result of the careful targeting of the audience. Recognising the busy lifestyle of the modern farmer, the Manuals were designed as 15 minute introductions to a topic (such as managing clover, improving soils or improving sheep handling). The accessible presentation (pictures, cartoons, practical suggestions etc) meant they made ideal reading for the farmer 'just popping in for a coffee break' for example.

BRP organises a wide range of events, 260 this year alone attended by 6800 producers, including on-farm events, abattoir visits, themed farm walks. Targeted campaigns are also supported. Events often include external speakers 'bringing specialists to the producer'. Other delivery options/formats include hands on demonstrations, technical workshops on farm, competitions, technical mailings, web site information and on line tools. The experience of EBLEX is that many keepers are active learners and appreciate the hands on / demonstration type approach, although the need for a range of media formats is recognised. Organised visits to abattoirs were noted as being a particularly effective format.

EBLEX have developed the BRP+ programme targeted at the more progressive 10-20% of farmers who are very engaged in certain topic areas and need more than a basic level of advice / information. For the 'hard to reach' businesses it was noted that a 'blanket bombing' approach can work (whereby the whole range of media formats are targeted to those groups).

## **Evaluation and key messages**

The BRP includes a good programme of monitoring and evaluation in the form of an annual survey and post-event follow ups which can measure behaviours and behaviour change. The results of the 2010 survey (200 telephone calls) for example, showed a clear preference by keepers, for the receipt of printed information and events rather than e-mail and web site. This supports the view that whilst a variety of media formats are needed for effective communication to the diverse range of recipients, farmers do have their preference for printed material delivered to them. EBLEX highlight the need to learn more about the people they are communicating with as one of their major challenges moving forward. This needs to be combined with ensuring delivery of the appropriate content (for example, higher technical level messages for those who want them). Of importance in the wider area is farmer

awareness to the climate change debate and the demonstration of the link between livestock efficiency, productivity and greenhouse gas emissions, developing their awareness that this is a win: win scenario and should be embraced.

There is a continual need to measure the impact of what the BRP does and find better ways of doing this. Outcomes need to be around economic and environmental performance. One of the ongoing challenges is to convey the importance of market requirements. This places all the various topics (e.g. breeding, health, nutrition management etc) into context so the farmer realises they're producing a food product from the live animal. The BRP is about working with the producer for their benefit, raising awareness of the strong link between environmental and economic performance.

### **Advice quality tip**

An example of the importance of correct messaging was given:

A seasonal initiative, based on the making of New Year's resolutions was developed, whereby the BRP was offering a 'business MOT' based on performance/activity data that keepers would supply. The farmers would then receive back a list of "top three targets" to be addressed in the forthcoming year. Unfortunately less than 1% return was achieved, the reason being that farmers *thought* that they were being asked for detailed financial information which they didn't want to supply. In fact they were being asked for things like lamb mortality rates, feed conversion efficiencies etc.

A positive example was also given. The Environment Agency were finding it difficult to engage with producers on the issues which affect water quality. EBLEX and FWAG worked with the EA to deliver a KT programme to the BRP list of farmers. Funding was found to provide a sample of 1000 farmers with 5 free soil tests and run a series of supporting evening meetings in the issue of soil nutrient management. This was backed up by a wider communication plan, with the whole programme using the soil test results from the 1000 farmers to indicate regional trends and potential financial savings from targeted nutrient applications on the back of information from soil tests.

### **Key points:**

Variety of media/ communication formats works well

Targeted campaigns effective in reaching progressive farmers (10 – 20%), while a 'blanket bombing' approach (employing multiple media formats) could reach the 'hard to reach' farmers.

Knowledge of the audience and their lifestyles works e.g. farmer manual - short intro to topical issues with practical messages presented in a concise graphic rich format proved popular with livestock farmers

Farmers have clear preference for printed information rather than electronic formats.

Importance of using a variety of events e.g. themed farm walks, Vet days, abattoir visits etc.

## **ENGLAND WOODLAND GRANT SCHEME (EWGS) - CASE STUDY EVALUATION**

The following is a summary of the workshop discussion held on 28<sup>th</sup> June 2012, including information supplied by the scheme providers before and after the workshop.

### **Background**

Owned and managed by the Forestry Commission, the scheme aims to improve the quality of management of England's woodlands in accordance with the UK Forestry Standard and to increase the area of woodland in England. Thus key benefits of the scheme include an increase in woodland cover and improved delivery of public benefits from existing woodlands, primarily enhanced biodiversity and increased recreational access but with increasing significance for carbon sequestration and Woodfuel. The scheme operates throughout England for the benefit of woodland and other land owners. It is divided broadly into aid for afforestation (creation of new woodlands) and aid for the management of existing woodlands. Afforestation schemes are available for both agricultural and non-agricultural land (e.g. for derelict land improvement).

### **Funding and uptake**

The EWGS is funded primarily via RDPE and has a total annual budget of £32m. The administration and delivery of EWGS is funded separately from Defra at an annual cost of about £7m. It is estimated that approximately £200k per year from the admin budget is spent on the delivery of advice by 43 Forestry Commission Woodland Officers (WO's). In terms of beneficiaries, about 300 applicants benefit from grants for woodland creation annually while between 1500 and 2000 applicants receive grants for the management of existing woodland.

### **Delivery and implementation**

The scheme provides 6 different types of grants aimed at woodland creation and the management of existing woodland. Recipients of grants for woodland management usually sign up to a 5 year agreement to receive annual payments similar to HLS, while one off capital payments are provided for woodland creation. The Woodland Officers (WOs) who deliver advice, operate through 5 regional FC offices: 'North West and West Midlands', 'North East, Yorkshire and Humberside', 'South West', 'East England and East Midlands', and 'South East and London'. Within these regions WO's will have a local 'patch' that they are responsible for, delivering advice

on the implementation of measures outlined by the scheme. They often work closely with National Park rangers/advisers or AONB officers to avoid duplication. EWGS advice may also be delivered through locally organised events targeted at woodland owners. Although some advice on the completion of application forms is also delivered by WO's, it is frequently given by private sector woodland advisers. A large amount of publicly available information can be accessed by landowners either on the FC web site or in the form of published leaflets, documents etc. The FC's Forest Research Agency provides an extension role for Knowledge Transfer, disseminating key results of the latest research through a wide range of clients including Natural England, Defra, Environment Agency and FERA.

## **Evaluation and key messages**

A major strength is the valued expertise of the Woodland Officers who are recruited largely on the basis of this. A regular training programme exists to ensure WOs are kept up to date with latest guidance which is primarily produced by the FC. WO's will generally deliver advice to land owners to help them implement the measures outlined in the scheme. A potential inefficiency is the high level of project ownership felt by the WOs – because of this there is a tendency to become drawn into improving schemes and monitoring outcomes rather than focussing on their primary role to facilitate implementation. An additional issue is the frequency with which application forms are received that are not fit for purpose. There is a view that although there is a strong private sector of consultants that are employed to help in this area, more could be done to ensure better quality applications. A recently introduced component of the EWGS is being administered and delivered by a 3<sup>rd</sup> party without any involvement of Woodland Officers. The initial evaluation phase of this is has just commenced and will be helpful in informing any new structure for advice delivery (for example removing all responsibility for applications from Woodland Officers)

The EWGS is RDPE-funded and therefore subject to onerous reporting requirements that can seem to be disproportionately rigorous. This is no doubt heightened by the fact that the FC already has multiple reporting obligations. The FC has undergone a significant amount of restructuring over the last two years, and recognise the need for further change. The organisation remains relatively open-minded about any future proposed delivery landscape but stress very clearly the critical importance of retaining expertise.

Anecdotally it is understood and acknowledged that the majority of beneficiaries believe in the multiple benefits that sustainable management of woodlands can achieve. However, there is no structure currently in place for receiving customer



feedback on advice and it is generally thought that it would be of value to undertake more monitoring and evaluation activities than are currently done so that the results of scheme implementation can be clearly understood, communicated and incorporated into the consideration of future funding direction.

**Key points:**

Important aid for non-agricultural land

Clear roles for government advisers (WO's) and private consultants

Important to maintain expertise of government advisers – regularly trained

More monitoring and evaluation needed

Reduced burdensome RPA and EU reporting for RDPE funding will be helpful

## **ENTRY LEVEL STEWARDSHIP (ELS) TRAINING AND INFORMATION PROGRAMME (ETIP) - CASE STUDY EVALUATION**

The following is a summary of the workshop discussion held on 22<sup>nd</sup> May 2012, including information supplied by the scheme providers before and after the workshop.

### **Background**

ELS is the lower tier of Environmental Stewardship (ES) - the main vehicle for delivering Government's sustainable agriculture and rural policies. The scheme contributes to Defra's strategic priorities for natural resource protection, sustainable farming and food and sustainable rural communities. ELS is aimed at all eligible farmers and land managers in England based on their achievement of a target number of points obtained from undertaking a number of environmental management options in lieu for annual payments over a 5 year agreement period. The ELS Training and Information Programme (ETIP) was developed by Defra & Natural England (NE) in response to the 2008 ES Review of Progress (RoP) that recommended that there was a greater need to promote ELS, influence option choice and provide better information and training on option implementation. ETIP was launched by NE in 2010 with objectives: to ensure high ELS renewal rates; to encourage uptake of priority options; to bring in new entrants and to improve option choice and implementation. These objectives are achieved through the provision of training and advice to farmers thinking about entering into or renewing their ELS agreements and providing good practice training once farmers are in the scheme.

### **Funding and uptake**

ETIP is fully funded via RDPE Axis 1 (measure 111) with up to £14.9m for the period 2010-14. This funding stream precludes direct NE delivery of activities, and as such, delivery is done through external suppliers contracted to NE through the Farm Advice, Training and Information Programme (FATI). The framework is administered and managed by NE and the costs associated with this process are additional to the RDPE funding and are met via Grant in Aid. A large proportion of the funding for ETIP is spent on one-to-one visits. Since 2010 there have been over 6000 one-to-one farm training visits and over 150 events delivered through the FATI framework contract.

### **Delivery and implementation**

The FATI framework was set up to provide clear, accurate and targeted farm advice, training and information services to farmers/land managers on environmentally sustainable land management in England, for a 4 year period following the award of the contract in 2010. In addition to ELS-ETIP, the FATI framework also delivers to the England Catchment Sensitive Farming Delivery Initiative. There are currently eight suppliers contracted under FATI who bid for work through a series of mini-tenders at Lot level, and work to NE Regional Teams who manage the procurement process according to regional priorities. The suppliers include - ADAS, AEA Momenta, Brown & Co, Kite Consulting, Promar International, RDS UK and Smiths Gore.

The flexible design of the framework and multiple suppliers available brings capacity to the marketplace and has worked well. For instance, this ensured that the recent demise of FWAG was adequately absorbed with minimal disruption to delivery. The suppliers bid for the provision of training and advice to farmers interested in renewing their ELS agreements or new entrants (through the two main delivery routes - 1 to 1 visits and group events). The use of multiple contractors could sometime mean variable quality of delivery, however the quality assurance processes in place do ensure all contractors are delivering to required standards. Partnership working with other organisations also plays an important role in ETIP advice delivery. For instance joint working with the CFE has helped foster support from industry. One area where there has been significant challenges with implementation relates to the restrictive rules around the RDPE measure 1.1.1 funding stream, which requires time consuming and laborious RPA and EU auditing protocols and restricts the provision of advice to farmers only, inadvertently missing the opportunity to also engage others who influence farmers such as farm advisers. The rules also restricts ETIP advisers from assisting farmers with fill out ELS forms, and this has been a major frustration for many farmers. Delivery via one to one visits appear to be more effective in comparison to group events. Farmer turnout at group events are sometimes low, due to competition from similar events organised by other organisations. As such most contractors find it less attractive to bid to deliver these events as they are often penalised for poorly subscribed events. In recognition of the importance and benefits of delivering to local priorities, a targeting area map was developed by NE and EA to support the delivery of ETIP training and advice. This has also been made available on the NE farmer/agents websites for use on ELS targeting.

## **Evaluation and key messages**

Regarding future improvements, a view shared by many was that it would be important to ensure the scheme reached all farming sectors going forward. This

could also mean boosting the baseline level/quality so that 'good' ELS which delivers multiple environmental objectives is seen to underpin HLS and becomes the minimum 'compliance' level. The role of FAS in such a framework will need to be considered. Such a framework would require a 'bottom-up' approach to advice delivery that is place-based, targeted, underpinned by robust science and economics (meeting business needs) and tied into local priorities. To further enhance the administration and delivery of ETIP, it would equally be important to address the current restrictions around the RDPE – measure 1.1.1 funding stream or alternatively to secure a more flexible funding stream. Experience from the partnership with CFE shows that messages that are jointly agreed between government and industry are more likely to be taken up by farmers.

Any future proposals need to include arrangements for classic scheme (Countryside Stewardship and Environmental Sensitive Areas) agreements due to end in 2014 and ELS agreements due for renewal in 2015 – there needs to be a duty of care to support these groups in terms of advice. There are currently about 9,000 SPS claiming farmers not involved in ELS (some of which are large holdings) and consideration would need to be given to understand the rationale behind their non-participation and what can be done to target them.

A value for money assessment of ETIP by the Food and Environment Research Agency (FERA) is currently in progress and had been funded through Defra's ES Monitoring and Evaluation programme. It is seeking to assess the improvements ETIP has delivered in terms of uptake of priority options and environmental outcomes. Emerging results indicate that there has been marked increase in the proportion of points gained from the uptake of priority options in renewed agreements in comparison to old agreements, in line with the 5% increase – KPI agreed with Defra for 2011/12 and 12/13 This indicates that ETIP one to one visits have had a high influence on the uptake of priority options and their locations. The final outputs will inform decisions on the scale and method of future ETIP delivery.

### **Key points:**

**Delivery to farmers is by 3<sup>rd</sup> sector advice providers contracted via the FATI framework – managed by NE regional teams.**

**Flexibility and multiple supplier design of the framework brings capacity to the market – works well.**

**One to one training and advice – more effective in influencing uptake of priority options in comparison to group events**

**Very onerous RDPE reporting requirements**

**Messages jointly agreed between government and industry – more likely to be taken up by farmers**

## **NITRATE VULNERABLE ZONES (NVZ) - CASE STUDY EVALUATION**

The following is a summary of the workshop discussion held on 14<sup>th</sup> June 2012, including information supplied by the scheme providers before and after the workshop.

### **Background**

The establishment of Nitrate Vulnerable Zones originates from the agreement in 1991 of an EU directive on reducing nitrate pollution. The Directive required the identification of NVZs within which an Action Plan had to be implemented and which all affected farmers had to follow. Member States were also given the option to designate their whole territory as an NVZ. In England the first designations were made in 1996 and the associated Action Plan implemented in 1998. A second area designation was made in 2002 whereby 55% of land came within an NVZ. Following review of the action plan, a third designation was made in 2009 (62%) with a new, complex Action Plan. The area designated NVZ in England and the Action Programme is currently under review, and changes will be implemented in 2013.

### **Funding and “uptake”**

The total spend for the first NVZ Advice Campaign in 2008-09 was £821,607. This included £661,744 from core Defra funding as delivered through the ECSFDI, and a further £15,863 sourced from other budgets. A number of national events were organised by 8 regional campaigns – 29 for farmers (attended by 3,495 people) and 9 for advisers (attended by 562 people). Defra provided a budget of £500,000 to cover the cost of the NVZ Advice and Support Programme in 2009-2010. The total recorded cost against this budget at completion of the advice programme was £435,000, with approximately half of this amount being spent on the programme of farmer workshops. The 62% area within NVZs corresponds to about 130,000 farm holdings, the majority of which are SPS claimants.

### **Delivery and implementation**

The NVZ Advice and Support Programme 2008-09 was managed by Natural England (NE) and included the start of the telephone helpline and nationally delivered awareness raising meetings. In 2009-10, the Programme was managed by the Environment Agency (EA), sponsored by Defra and delivered with the support of Defra and a number of partners. The Programme focused on continued awareness raising at a national level, continued delivery of the telephone helpline, and national advisor training and regional/ local farmer events managed under contract by AEA.

In 2010 the programme workshops were targeted more at regional areas and run either by the agencies or a variety of partners (e.g. NFU, BPEX, EBLEX, FWAG). Now, whilst a number of printed advice leaflets are available on the Defra web site, advice and guidance from the EA/NE is more reactive, with EOs responding to issues as they arise rather than seeking to raise awareness and improve ongoing practice. There is currently no formal scheme or project to deliver proactive advice on NVZs.

### **Evaluation and key messages**

The main issue with the NVZ regime is the large number of farmers affected, combined with the complexity of measures required to comply with the regulation. This has led to a situation whereby 25% of farmers in NVZs don't know that they are in one (although it is hard to know what level of 'not wanting to know' is present too). There are many different things that farmers need to do in order to comply, which make it easy to become non-compliant by accident or without knowing. Because of this it is hard to calculate accurate and meaningful levels of compliance. The current non-compliance rate is estimated to be between 30-40% (i.e. 30-40% of farmers fail to comply with at least one of the rules). But quantifying the number that are wilfully non-compliant (and relying on chance to avoid the consequences) and those that are accidentally non-compliant is difficult. The fact that many measures can only be demonstrated by keeping annual records and that RPA visits for Cross Compliance must be pre-announced also suggests a chronological disconnect between i) issue, ii) feedback and iii) action. In fact most breaches in compliance result from a failure to maintain adequate records (something for which the environmental impact is almost impossible to quantify). As it is a compulsory regime, farmers often approach NVZ records with great reluctance and little proactive thought. For those who do not follow nutrient planning as normal practice, it becomes an additional 'burden'. Record keeping for the 'whole farm N limit' requires detailed stock records and N output calculations, well suited to a computer application, linked to livestock movements records. Perhaps there is a role for industry/government to push for more integrated record keeping for farmers and LM in general. The 'Digital by default' agenda may be an important factor in this context as lack of internet access could conceivably contribute to higher levels of non-compliance. Further amended regulations are due in 2013 and a better working relationship between industry and government is currently being fostered.

The nitrates issue has become strongly debated amongst farmers, advisers and policy makers. Some in the industry argue that basic good practice around nutrient management should be sufficient to maintain and improve nitrate levels in 'at risk' water courses and the absence of widely available grant schemes for slurry storage

seems at odds with environmental and regulatory targets. In fact the government task force on regulation suggested that nitrates should be addressed as part of an holistic approach to nutrient management, moving away from the focus on the concentration of nitrate levels as a driver for advice, but not necessarily towards advocacy of a whole territory approach. The latter rather than the former being likely to be supported by the farming industry.

The agencies are considering new potential partnerships/ways of working to achieve our environmental obligations on nitrates. Working with CSF is a possibility but generally there isn't a natural synergy – CSF advisers in general avoid involvement in regulatory matters so that their advisory role is not compromised. There may also be synergies with the Soil Protection Review. Cross compliance is now the main 'enforcement' tool, with non-compliers likely to miss part of their SPS payment. This has the benefit of acting as an incentive to try harder but is a disincentive to asking for advice.

**Key points:**

- Large number of farm holdings affected, combined with complex set of regulations results in poor outcomes.
- Demonstrating compliance is not easy or effective (annual records and visits are preannounced).
- Advice delivered by multiple organisations, each with different remits.
- No formal advice scheme – enforcement is through cross compliance, delivered through FAS and enforced by the RPA
- The regulation seems disproportionately focused on one pollutant.
- Lack of consensus from farming industry and government on how to address the issues and the implementation of the regulations.
- Compliance is enforced through cross compliance inspections.
- More integrated farm record keeping could provide benefits for multiple policy goals.



## **SOUTH WEST HEALTHY LIVESTOCK INITIATIVE - CASE STUDY EVALUATION**

The following is a summary of the workshop discussion held at Defra on 15<sup>th</sup> June 2012.

### **Background**

In 2007 the South West Regional Development Agency (SWRDA) set aside £12m for the South West Healthy Livestock Initiative (SWHLI) over three years. The principal aim, in recognition of the importance of the livestock sector to the South West, was to achieve an uplift in the profitability of the South West livestock industry by improving health and welfare among farmed animals. In 2008-9 the SWHLI Regional Advisory Panel consulted with all the major agricultural livestock sectors and set critical priorities for each sector in the six counties region. Now, following grant applications made in 2009-2010, the Duchy College Rural Business School (RBS) is contracted to deliver around £14m of RDPE-funded activities. Around half of this sum currently funds three major initiatives as part of SWHLI on animal health run by RBS: 'Healthy Livestock', 'SWHLI Knowledge Exchange' and 'Layers and Game Birds'. Other projects, such as Youngstock, South West Tb Advisory Service, the local BVD/Johne's disease project (Devon/ Somerset border) and the Bodmin Moor Livestock Initiative are non-RBS delivered. The remaining RBS budget is largely directed at developing general farm skills and resourcing the South West Agricultural Resource Management Hub.

### **Funding and uptake**

The RBS Healthy Livestock (HL) project uses around £5.24m RDPE grant in total with the spend being roughly distributed at £2.1m per year. There are about 8500 participants who benefit from or are engaged with this work (distributed currently at 4,000 participants/year). The administration costs are 9.9% and the project receives £356,000 /year in private sector funding. The SWHLI Knowledge Exchange project uses about £1m RDPE grant and the Layers and Game Birds project around £0.5m. There are 84 farm vet practices currently signed up as delivery agents for the disease strands, 18 sheep focus and 5 beef focus farms for demonstrating health planning effects, i.e. best practice, on physical and financial performance.

### **Delivery and implementation**

Healthy Livestock focuses on a number of priority diseases in the dairy, beef and sheep sectors. Delivery of the cattle strand is mainly through vets and livestock advisors. It is a very collaborative approach that relies on a team of regionally based HL training co-ordinators whose remit is to facilitate the up-skilling of the vets and advisors and the engagement in the delivery of advice and the exchange of knowledge to the farmers. The priority diseases are divided into a series of advice steps or strands, for example:

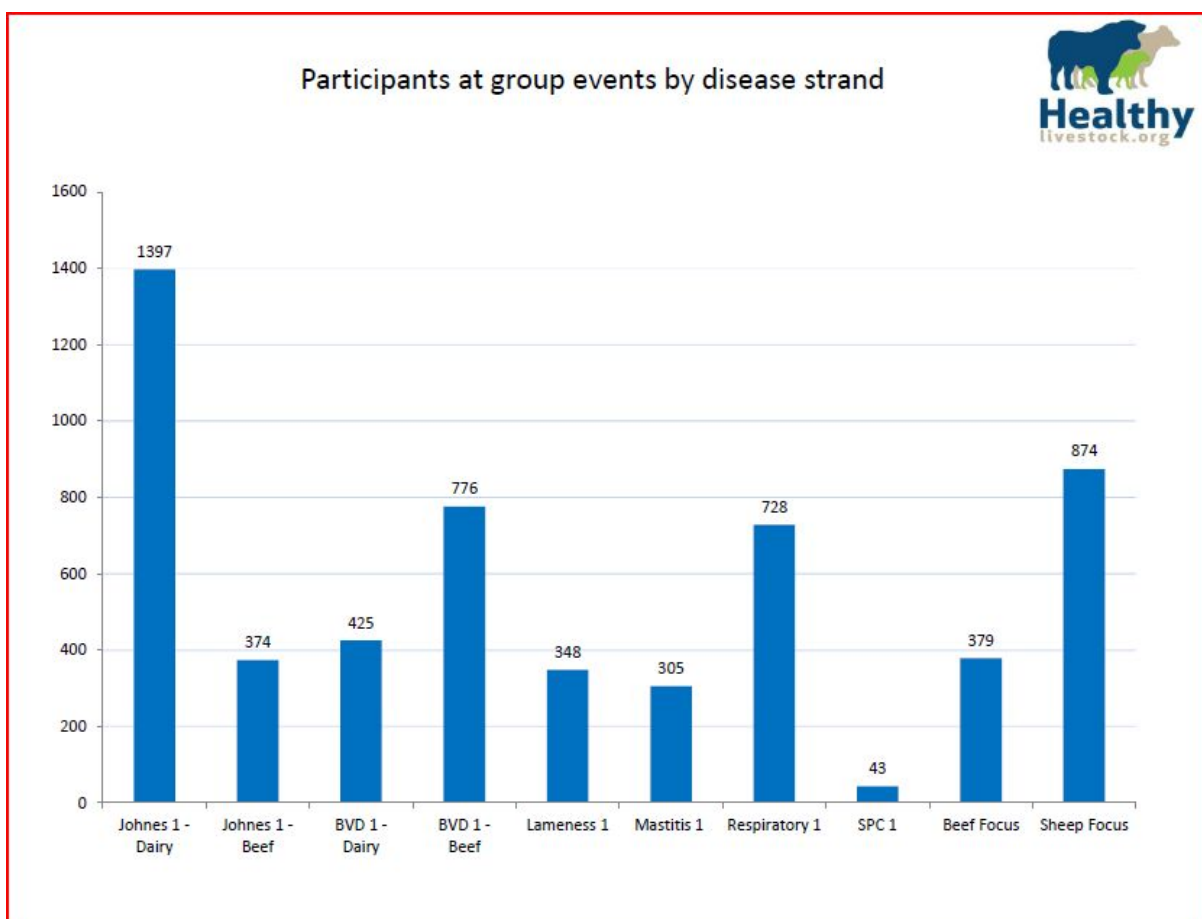
Johne's disease 1 - Education and awareness seminar. Engage and motivate farmers in progression through the process to overcome barriers by application on farm

Johne's disease 2 - Risks and status (1:1 on farm & then diagnostics).

Johne's disease 3 – Farm action plan (1:1 on farm) Use on-line central database health management tool for guidance to support vets and for monitoring.

Johne's disease 4 – Motivation – group meeting.

In the Johne's strand there is a free, 30 cow, diagnostic blood test for the disease that can only be accessed by vet and farmer if they attend the initial event (Step 1). This has proved a very successful approach to ensure attendance and benefit from the incentive. The number of participants by disease strand are shown below.



Delivery through the Healthy Livestock programme benefits from the fact that the onus is on the veterinary/adviser to access much of the funding available under the scheme rather than the farmer. However, the reporting requirements for RDPE expenditure are complex

and time consuming with *all* the paperwork needing submission for auditing (on £14M) compared with around 10% submission requirement for the remaining Cornwall College budget (£80M), of which Duchy College RBS is part.

### Evaluation and key messages

Productivity and business performance gains as a result of the programme in Cornwall (one of the six counties covered by HL) were presented thus:

Disease	Actual losses per year - Cornwall		Potential additional losses		Estimated savings per annum with HL pump priming extended to all relevant Cornish commercial holdings per annum	
	Dairy	Beef	Dairy	Beef	Dairy	Beef
BVD	£670,000	£3.4m	£3.3m	£6.1m	£0.8m	£1.9m
Johne's	£1.2m	£1.3m	£0.4	£1.9m	£0.1m	£0.4m
Lameness	£2.4m	N/A	N/A	N/A	£0.84	N/A
Mastitis	£1.3m	N/A	N/A	N/A	£0.3m	N/A
Respiratory	N/A	£6.4m	N/A	£6.8m	N/A	£1.3m
Sheep	Estimated sheep programme savings/year for Cornish holdings =					£1.6m

SWHLI KE work in particular also recognises the cross-cutting benefits offered by improved animal health, such as greenhouse gas mitigation through feed and other resource use efficiency. The attendance and coverage data presented demonstrates a high level of engagement by farmers and vets. The group meetings and events appear to be an effective way of reaching people. In terms of customer feedback, the amount of 'repeat business' is known to be very high as captured by the strand data. Also, standard feedback forms at each event demonstrate a 95% positive response rate – a number of testimonials also outline the strengths of the programme. In terms of areas for improvement, the lameness strand was one which was under-attended. The main reason for this almost certainly was that it the initial 'awareness' event was communicated as an optional element. Had it been more prescriptively required the uptake would almost certainly have been higher. Regarding future delivery beyond 2014, the view was expressed that the ratio of public to private sector funding could be decreased as better practice becomes more and more embedded.

**Key points:**

- RDPE funded – delivered through an academic institute, reaching a wide distributed set of beneficiaries.
- Delivery model – advice + incentives (free diagnostic blood tests) proves effective e.g. Johne's disease advice strand.
- Delivery model – training for specialists (e.g. vets) delivered by regionally based co-ordinators. Specialists can then better deliver advice/ events to farmers.
- Good monitoring and evaluation – demonstrates effectiveness of the model