

## Upland Pathways to Success 09/03/2022

Attendees: [REDACTED]

### **Actions**

- [REDACTED] to share Insight & Analysis 5 personas (May 2021) – **Done**
- [REDACTED] to continue developing specification – sharing that back with [REDACTED] who will finalise and then confirm
- [REDACTED] to schedule in next meeting (24<sup>th</sup> March morning 9:30am, TBC) – **Done**

### **What do we want the outcomes of the guide work to be?**

- It should be based on evidence. We should think about the data requirements.
- What are our timescales for this, how quick do we want to turn something around?  
[REDACTED] - 6 month timescale reasonable
- [REDACTED] – Farmers are not aware of the full offer. We need something which shows “this is what’s coming and this is a trajectory of the offers coming your way”
- Farmers need more certainty – but has to be business as well as environmental certainty. where we’re looking at the pathways for the different personas. The guide should focus on business opportunity.
- On data, the farm business survey will help map to existing data sets, others we may need further analysis – example of what the guide may touch on “I am losing BPS, price of fertiliser has tripled, what do I do now?”, “I’m X farm, I’d like to continue in business, what can I do with the new world of opportunities and challenges
- Wouldn’t focus on environmentally based opportunities – “how do you make your business viable in the realm of public money for public goods”?
- Waiting on the impact analysis from Defra, regarding the number of people expected to go out of business etc.

### **What we want the guide to look like/what do we want it to do**

- Liked the “how should I approach this” pathways to success in the WWF example – our guidance should be more “how could I” as opposed to “should I”
- Pathways to success – payment rates, schemes
- Farmers benefit much more from peer to peer type advice/support
- “5 changes you could make and what would be the impact of that change”
- it can have tabs that link to relevant sections (i.e. rare breed, small farms) – similar to the Defra evidence compendium
- WWF paper - Hard looking at the benefits for carbon reduction, cost benefit ratio – nice and simple RAG. How do you then add all those together? Difficult to see if I were to adopt an intervention, what it would do from a business perspective? How do you stack these interventions?
- [REDACTED] shared recent work carried out by Newcastle University for Defra – [Farm Business Survey 2019/2020 \(Hill Farming in England\)](#) - we could map our personas onto theirs to see what there is already existing data [Farm Business Survey - School of Natural and Environmental Sciences - Newcastle University \(ncl.ac.uk\)](#)

### **Other**

- [REDACTED] flagged the PDS that we want to agree externally for the wider work on stocktake and stress testing – how are we best to approach that? [REDACTED] – use the USF and UA. Can do that in a group meeting
- [REDACTED] – lots of upland farmers view E.L.M as being rolled out so slowly, which has meant people have not bought into it as much as they could have. It has led to the default

presumption that you intensify and get more sheep. We should either make E.L.M more attractive and/or offer other forms of business support to make existing upland businesses more profitable