

Farming in Hampshire:

National Pilot - Test and trialling a local governance of Environmental Land Management

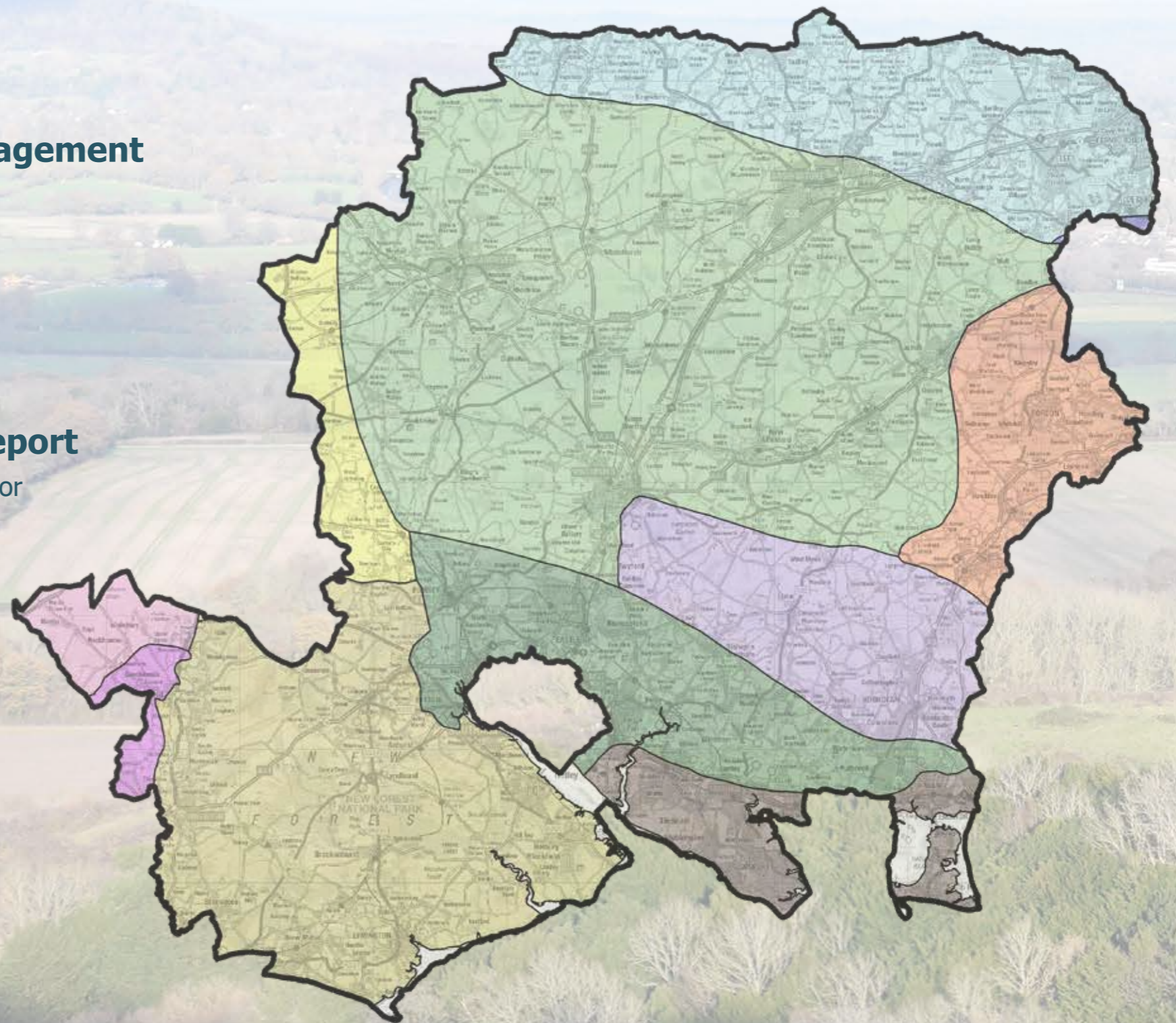
ELM Convenor Advisory Board, Sponsored by Defra

Document 1 of 7

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Executive Summary and Main Report

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Foreword

Farming in Hampshire

The delivery of secure sustainably produced food is a National priority.

Sustainability of food production encompasses other life giving products from farming and land management of all land, including - clean air, clean water, biological health of all land and soils, and the building of resilience to the threats we are all facing. Farming has the potential to reverse the drivers of climate change at the same time as producing the food the nation requires.

The Department of Environment, Food and Rural Affairs is exploring improvements to the way the public sector supports the farming community in the delivery of these vital services. Here in Hampshire we are trialling a pilot scheme to secure greater collaboration across the private, public and voluntary sectors. We have established an Advisory Board for the Secretary of State and our first task is to improve communications - developing a 'joined up government approach' to all levels of the public sector.

We have chosen to use the 10 National Character Areas that cover Hampshire to communicate the agenda and to assemble the business opportunities to secure a profitable outcome for all our farmers. These Character maps record the farming activities across the huge variety of soil types, micro-climates, land form and wildlife across the country.

We have assembled information on both statutory obligations and the extensive amount of advice and guidance that exists. We have integrated the relevant national obligations and local needs for where you farm to help with Farm Management and Business Planning.



Merrick Denton-Thompson OBE, PPLI
Facilitator, Hampshire ELM Convenor

Please refer to separate documents as follows:

- Document 2: Workstream 1 - Land Management Framework Summary (terra firma)
- Document 3: Workstream 2 - The Convenor Model (Lionel Fanshawe)
- Document 4: Workstream 3 - Natural capital Baseline and Opportunities (eftec and Environment Systems)
- Document 5: Workstream 4 - Prototype Toolkit Development and Consultation (Land App)
- Document 6: Appendices
- Document 7: Natural Capital Technical Report (eftec and Environment Systems)



Executive Summary

Our landscape is not in good shape and farming is in crisis. The industry is crying out for speed and clarity in the delivery of the new Environmental Land Management (ELM) schemes to assist in bringing nature recovery and climate change resilience while ensuring secure, sustainably produced food – the delivery of the Government's 25 year Environment Plan. The Department for Environment Food and Rural Affairs (Defra) have sponsored this Test and Trial (T&T) to look at the potential effectiveness of a county level Convenor being the best model for doing so at appropriately local level. Defra is seeking a new way of collaborating across the public, private and voluntary sectors with key interests in land management to secure policy delivery.

This executive summary sets out the key recommendations from the Advisory Board in Hampshire to the Department of Environment, Food and Rural Affairs.

1. County based Advisory Boards are established across the country to assist the Government in the delivery of National Policies and programmes in support of land and natural resource management to:-
 - Oversee the preparation of strategic land management plans integrating national policies and local needs.
 - Provide a framework for local accountability for public intervention.
 - Secure a collaborative approach between the public sector and the land management industry to secure sustainably produced food, the recovery of nature, the reversing of the drivers of climate change and caring for cultural heritage.
 - Provide a single portal for local land management enterprises to connect with the Department and its agencies.
 - Monitor the progress of public intervention systems in land and natural resource management including aiding the reporting against delivery of Local Nature Recovery Strategies.
2. Commends the contents and size of its Advisory Board for delivery elsewhere in the country as well as the Arms Length Bodies (ALB) supporting the Board, securing joined up Government. The balance of private, public and voluntary sectors involvement has been tested and works. Of special relevance is the Local Government content enabling statutory functions connected to land management to be drawn together and the crucial links with Biodiversity Net Gain and Local Nature Recovery Strategies secured.
3. The Government draws together and publishes annually, and in one place, the complete list of statutory obligations – compliance of which is required of the land management industry. Ease of access of up to date requirements is critical to compliance.
4. The Government prepares and publishes a standard pro-forma for organisations, including government agencies, to define the standards of preparing advice and guidance to the industry, including entry into a register and responsibility for updating.
5. The Government considers preparing Strategic Land Management Plans for each National Character Area (NCA) through the Advisory Boards. The NCAs are defined by soil type, ecosystems, micro-climate, topography and farming, at the same time they are directly linked to all settlements enabling the needs of urban centres and local communities to be met. Historic environment contributes to NCAs and Historic Landscape Characterisation should also be referenced.
6. Advisory Boards to prepare Strategic Business Plan frameworks for each NCA to assist the industry in making the best use of investment, including baseline condition accounts and future opportunities.
7. An information technology system is established, either publicly or privately, to empower the industry to access data and deliver policies and business needs of the industry.

8. Requires the Rural Payments Agency to be locally accountable by supporting the Advisory Boards and collaborating with Natural England, the Environment Agency and the Forestry Commission. Focussing on supporting the industry with the delivery of the complex array of ELM Options and delivering the Government's commitment to blending and stacking investment.
9. Further consideration is given to local delivery of ELMs empowered through the delegation clause in the NERC Act (Natural Environment and Rural Communities Act).
10. The protected landscape's administration should take the responsibility to be the ELM Convenor for their area. This outcome enables them to direct action in support of delivering the Management Plans for National Parks and National Landscapes that are produced as a statutory obligation.

Please see Appendix 1 for Acronyms and Definitions

The Sustainability of Food Production in Hampshire: An Observation

The ELM Convenor pilot set about to improve the working relationship between the farming community and the public sector, the majority of the Advisory Boards recommendations are focussed on empowering the industry. However in building the case for investment through both the Natural Capital Baseline valuation and the involvement of all the private water companies it is very clear that a high proportion of farms in areas of high productivity cannot be described as complying with sustainability standards.

In areas such as the Hampshire Downs and the South Downs the costs to society of the pollution of drinking water, greenhouse gas emissions and devastating loss of wildlife, far exceeds the value of the food being produced. The pollution of drinking water with nitrates and pesticides by the farming community is no longer acceptable.

The Department of Environment, Food and Rural Affairs through its ELM Test and Trials Programme have identified numerous examples of where the farming community are demonstrating that food can be produced sustainably without the use of inorganic nitrogenous fertilizers or pesticides using trialled, tested and evidence-based farming solutions.

Questions have been raised about the terminology surrounding what we all mean by the words 'regenerative farming' and 'sustainable farming'. A collective understanding of such terminology should be sought as a matter of urgency.

Examining these sort of issues and being able to target effective intervention has been enabled by focussing on each of the National Character Areas. Character being defined by soil type, micro-climate, ecosystems and farm management.



Additional Recommendations from Advisory Board Members:

1. Dr Sean Ashworth on behalf of the water companies:

- *“Water companies should be involved in developing national water quality and quantity ELM policy as well as local governance and delivery, given their continuing investment in agricultural land management systems. This will ensure a synergy between water company funding and ELM funding through, for example, stacking additional benefits. Land management for water should focus on low/zero input farmland or zero input wildlife habitats and management practice standards in drinking water capture zones. Water companies have a role in helping farmers interpret opportunities through ELM support systems. It is vital to recognise the natural capital / ecosystem services value of groundwater/surface water quality and quantity and ensure that water company and agricultural costs are reasonably shared through mechanisms including ELM schemes.”*

2. Isobel Budden representing NFU:

- Concern with the use of the term 'regenerative farming' and it being seen as a requirement. *“I don't think this term is well defined enough within the industry (and I can't actually see a definition for it in the report) to be used as there are many ways to farm that can increase soil carbon sequestration or reduce GHG emissions, e.g. precision farming, and I (and the NFU) wouldn't like to label one type of farming as the solution. Perhaps this could be replaced by a more general 'sustainable farming methods'?”*

3. Lucy Charman representing CLA:

- Challenges protected landscapes being their own Convenor with their own statutory obligations and management plans. Proposes representation on county Convenor.
- Also concerned with the term 'regenerative'.
- Schedule of detailed comments taken aboard in this updated draft including thoughts on the Convenor going forward.

4. Dr Hannah Fluck on behalf of National Trust:

- Recommendation 1; Acknowledge pattern of county/2 tier/unitary authorities is variable. Provide clarity that the Board would oversee the NCAs where the majority of the area falls within the County boundary
- Altered wording in executive summary to better reference historic environment.
- Suggested additions on historic environment within report text which have largely been taken aboard and thoughts on Convenor going forward.

5. Margaret Paren on behalf of CPRE:

- Points on scope, outreach, governance and report which have been integrated within this updated document where the Convenor model is discussed.
- With reference to the recommendations, suggests the scope is confined to strategic land use, both in terms of setting priorities and monitoring of outcomes; farming, forestry, nature conservation and public access to nature.

6. Debbie Tann on behalf of Hampshire and Isle of Wight Wildlife Trusts:

- Supports the efforts to join up fragmented areas of policy (including LNRS and ELMS) for a joined up approach with local governance and accountability.
- Jon Durnell provided detailed points on the report and appendices that have been addressed.

7. Allison Potts on behalf of Natural England:

- Suggests protected landscapes are represented on the Board and additional role for convenors as connectors and aggregators of those with common interest.
- Detailed points addressed throughout the document and the appendices.

8. Nicky Court invited to comment on behalf of Hampshire LNRS team:

- Concerns with baseline natural capital data and synchronisation with data LNRS are using. Assessment of pollinators would have been a useful addition. More accurate and comprehensive priority habitat and biodiversity data is available than the prototype toolkit currently holds.
- These and detailed comments on the statutory obligations, NCA summaries and NCA natural capital baselines have been addressed in this updated document.

9. Matthew Woodcock on behalf of the Forestry Commission:

- Support for woodland creation and specific advice on the initial Downs and New Forest Carbon perhaps distorted by using a narrow focus. Anticipate most new woods to be multifunctional. A key focus on the chalk is the value of woodland as an interceptor habitat to help improve water quality.



1. Introduction

This national pilot is testing an option for the newly emerging Environmental Land Management (ELM) to be delivered in a localised way that can be easily understood and led by farmers and land managers themselves. The project took place throughout Hampshire July 2023 - May 2024. The ultimate objective is to support Defra in their research into how best to deliver the 25 Year Environment Plan through the management of land and natural resources, including care for heritage and the historic environment. Outcomes to include secure, sustainably produced food, the recovery of nature and reversing the drivers of climate change.

Our specific aims are to test a locally based governance system to secure collaboration across the public, private and voluntary sectors, and to develop an agenda for a multi-functional countryside that integrates national policies and local needs. Also to empower the land management industry by producing a guiding tool for landholders to choose options on appropriate actions and potential funding to achieve the desired Environment Plan outcomes. Our brief for this phase (2) of the research project includes:-

- Assess the resource needs of farmers and land managers in the area to deliver to priorities – i.e. where should we be targeting farmers who can deliver most for the environment through facilitation groups or ELM funding and linked to LNRS priorities.
- Identify where improvements in regulatory compliance could help deliver these priorities.
- Develop innovative mechanisms to share these priorities with farmers.
- Prepare to work with Local authorities on Local Nature Recovery Strategies
- Investigate establishing privately funded projects in county
- Work with private sector stakeholders to move to delivery for blended finance.
- Increase engagement with local companies to act as investors
- We are interested in ways you could support cashflow between investors and farmers, de-risking the process for farmers.
- Develop formal mechanisms for Arm's Length Bodies (ALBs) – Environment Agency, Natural England, Forestry Commission, Rural Payments Agency (EA, NE, FC and RPA) partners to participate in a Board – this should mostly be to support the local priorities and should include officers involved in farming regulation.
- Act as a convener to bring together partners to run information programmes about ELM for farmers in your areas.
- Support any new groups identified to establish, helping them source a facilitator etc.
- Assess facilitation groups at a wider scale to the whole county, utilising your local priority framework.
- Create a network for facilitators in your area to come together to share learning and group outcomes
- Act as a convener to bring together local advisors to run information programmes for farmers in your area.

Through a partnership approach we have established an Advisory Board comprised of nine people and chaired by a further independent, non-voting member. Members represent organisations including CLA, NFU and Southern Water covering the private sector; the National Trust, Wildlife Trust and CPRE covering the voluntary sector; and from local government including City, District and County Councils. The Board is supported by Executive Officers from the Forestry Commission, Historic England, Natural England and the Environment Agency.

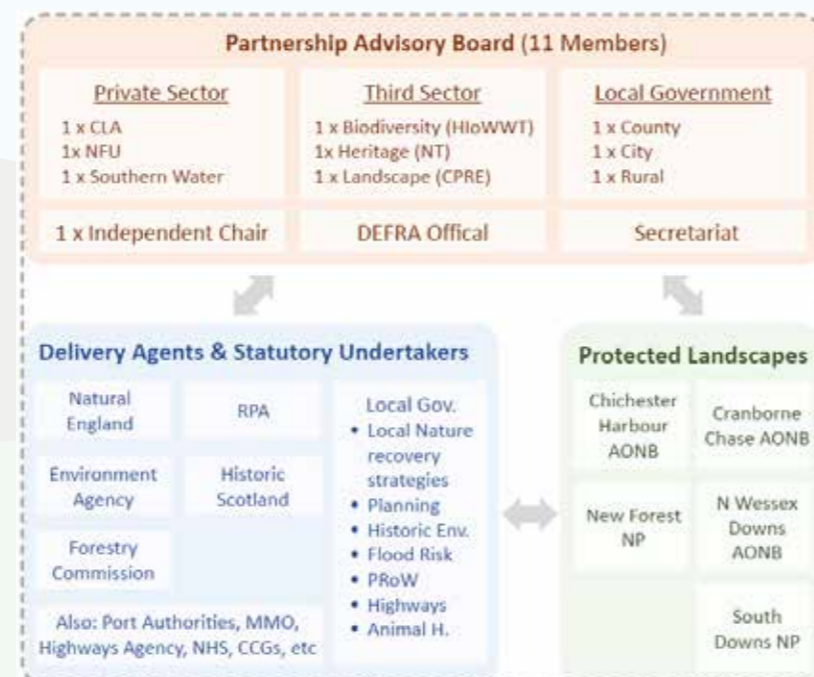
The Board is served by a range of consultants including terra firma as project leaders and collating the regulatory and advisory information. Specialist economists eftec (with the assistance of geospatial specialists Environment Systems) providing the natural capital baseline and potential funding streams. Land App developing the interactive mapping tools to pass on all the above information to individual landowners to enable them to choose the actions that best suit them. The project team are set out in full at Appendix 2 in Document 6.

It has been helpful to work alongside the concurrent Local Nature Recovery Strategy (LNRS) consultation process that is also being conducted at County level and for which our model could prove a valuable vehicle for delivery.

This report includes the Foreword, Executive Summary, Introduction, Background, the Brief by our client – the Department of Environment, Food and Rural Affairs the Contributors, the Process, the Consultations, Findings, Recommendations, Next Steps and Appendices. The appendices include explanations of Acronyms and Definitions.

2. Background

Our project is a Phase 2 of The Environmental Land Management Convenor Partnership for Hampshire Test and Trials pilot sponsored by Defra. Phase 1 was an initiative to explore the optimum governance framework for ELM Schemes and how they could be convened at local level in the county of Hampshire using two national landscape character areas (The Hampshire Downs and The South Hampshire Lowlands) as a National Pilot. Securing Defra funding as a Test and Trials project, the programme ran from November 2020 to October 2021 with a previous Advisory Board under Lord Malmesbury's chairmanship, the late Robert Deane and Anne May respectively the Project Director and Administrator and Lynn Pye as Defra's supervising officer.



The composition of the Board for Phase 2 (set out separately later) is similar and with several of the same members.

The Summary Report (for Phase 1) November 2021 contains a two-page executive summary while the full report process and findings can be found in its appendices. The resulting four key recommendations to Defra Secretary of State were:

1. Land Management Advisory Boards should be established at a sub national scale to reflect the diverse nature of the English Countryside.
2. The Boards' terms of reference should include the alignment of ELM spending alongside other relevant programmes of delivery and providing a framework of collaboration across the public, private and voluntary sectors.
3. The Boards should have specific responsibilities to:
 - Identify priorities for ELM investment in their area to address the locally most pressing environmental land management issues and opportunities;
 - Co-ordinate the dissemination of this information to farmers and land managers directly and through relevant organisations and adviser;
 - Provide feedback to the Secretary of State on local experiences and outcomes of E.L.M. scheme delivery; and

- Co-ordinate communication of public investment and achievements from ELM schemes to local interest groups and communities in their area;

4. Each Board should have a technical officer in support to draw together national and local policy needs articulated appropriately to assist farmers and land managers in the delivery of objectives, including those set out in the 25 Year Environment Plan:

Guiding Principles underpinning the work of Land Management Advisory Boards should be to:

- Accept that secure, sustainably produced food is a public good;
- Promote co-ordination in the way all policy outcomes for the management of land are communicated;
- Draw on the local characteristics, needs and opportunities of their area, being firmly 'based in the place';
- Encourage efficient collaboration and integration of work between the organisations that influence land management;
- Advocate practical land management solutions suitable for adoption by farmers and land managers; and
- Encourage learning and continuous improvement in the design and delivery of schemes.

The five identified Summary Conclusions for the five research topics investigated by Phase One of the Hampshire Convenor Project 2020-2021 went under the following headings:

Using local convenors to engage with local stakeholders to identify land management priorities. Reference was made to the structure of the Board balancing representation of private, voluntary, and public sectors in a group small enough to facilitate dialogue and decision making. Establishing priorities at a local level with local knowledge. The LNRS programme was foreseen as something likely to contribute.

The tools and methods that are most effective at communicating local priorities with farmers. Conceptual framework showing environmental outcomes linked to food production, the primary goal of most land management, was popular in consultations. National Character Areas (NCAs) were agreed as most suitable scale for identifying local priorities. Key messages about land management opportunities need to be concise and accessible.

How local convenors can best co-ordinate the activities of facilitators and advisors.

A comprehensive list of individuals and organisations was drawn up suggesting effective communication of priorities and opportunities can be co-ordinated at local level. This included farmer led initiatives such as farm clusters.

Additional functions of local convenors to help the effective long-term delivery of ELM schemes. Convenors could lead the process of identifying spatial priorities and co-ordinate dissemination of information. They could assist in monitoring and evaluation of delivery processes and act as a conduit between farmers and Defra. Also act as advice and information source for wider public awareness.

The skills required of a local Convenor. A job description was drafted for a technical officer to administer and facilitate the Land Management Advisory Board should it be decided to adopt the Convenor model.

Phase 2's tasks are to extend this work to the whole of Hampshire, involving the further eight National Landscape Character Areas (NCAs), all the local authorities, two National Parks and three AONBs. While eftec and Environment Systems have been tasked with researching natural capital baselines, business case and potential blended funding streams, terra firma's task has been to prepare the land management frameworks and consult on them as widely as possible. While this has adopted the process agreed with Phase one, it was thought that there could be room for improvement in streamlining for more effective communication. To this end, Land App were commissioned to join the project in December 2023.

3. The Project

The project has taken place throughout Hampshire July 2023 - May 2024. The ultimate objective is to support Defra in their research into how best to deliver the 25 Year Environment Plan across the country through the management of land and natural resources. Outcomes to include - secure, sustainably produced food, the recovery of nature and reversing the drivers of climate change.

The pilot tests an option for a local dimension to policy setting and Environmental Land Management (ELM) delivery. Governance at local County level is being tested as well as exploring the National Character Areas (NCA) as the optimum scale for delivery by integrating national and local policy requirements. NCAs have been created by the farming community by adapting natural characteristics for food production. At the same time collaboration across the private, voluntary and public sectors is being encouraged through the guidance of an Advisory Board.

This is the second phase of a T&T in 2021 and extends the remit from looking at an area encompassing 2 NCAs to all 10 across the County. The scope is to include setting out the natural capital baseline, investigating the options for blended finance funding streams from across both public and private sector, statutory obligations, advice and guidance then actions that would meet these as applicable to each NCA. Tools are to be developed with which individual landowners can readily see and choose the options for their own land. All this within a county level Convenor framework that forms a central body for discussion and advice, providing a potential conduit between landowner and central government while allowing local governance.

4. The Convenor

The concerns most often heard from the farming community around ELMs and land management generally, is in navigating the massive array of requirements and guidance there is out there. The sometimes conflicting interests of the organisations tasked with overseeing land use while facing criticism for not looking after the health of the environment are burdensome at the same time as struggling to make a profitable living from producing food.

The Convenor model sets out to address all these issues by providing a forum where all the guidance can be collected and disseminated in a simple and relevant way. The Board members represent sometimes silo'd organisations. They are supported by executive officers from the ALBs. This is done in a local way at county level to provide a meeting place for discussion and advice that can also be a conduit to central government. The purpose is to assist the farmer or land manager in understanding clearly what the wider environmental priorities and targets are for their area, then the relevant practical options available to assist in meeting them. All this with the numerous different funding streams that might be available to assist, while also practicing sustainable, productive farming.

To achieve this would need the setting up of a permanent Board infrastructure, with technical support, regular meetings and no doubt a website and full-time officer, all with some financial support. These all arose in Phase 1 findings, and it was made clear this would be in addition to and not replace existing advisory bodies, advisors, clusters or protected landscape management plans.

With the coinciding emergence of LNRS at county level, the opportunity to co-join the information gathering, targets and delivery with ELMs is obvious and the Convenor could fulfil a vital dual function.

As well as setting out a comprehensive baseline of where we are now, the establishing of targets and priorities, then the consistent monitoring of progress, will be imperative if improvements are to be achieved and verified. With the right tools and support, the Convenor would be well placed to co-ordinate this for the long term.

5. The Board

The County Convenor model centres around a Board representing the private, voluntary and public sectors, small enough for effective discussion and decision making, all as recommended to work by Phase 1. The Board is supported by executive officers from the ALBs to ensure access to latest information and co-operation across all areas of the management of the land.

Advisory Board Members		
James, Lord Malmesbury	JM	Chairman
Dr Sean Ashworth	SA	Southern Water
Isobel Budden	IB	National Farmers Union (NFU)
Lucy Charman	LC	Country Land and Business Association (CLA)
Dr Hannah Fluck	HF	National Trust (NT)
Simon Kennedy	SK	Representing Portsmouth and Southampton City Councils
Cllr Russell Oppenheimer	RO	Hampshire County Council (HCC)
Margaret Paren	MP	Chair Hampshire Branch, CPRE
Susan Robbins	SR	Representing District Councils (Corporate Head of Economy & Community, Winchester)
Debbie Tann	DT	Hampshire and Isle of Wight Wildlife Trust
Executive Officers of Advisory Board		
Kevin Austin	KA	Environment Agency
DJ Gent	DJG	Environment Agency
Allison Potts	AP	Deputy Director, Thames Solent Team, Natural England
Matthew Woodcock	MW	Partnerships Manager SE, Forestry Commission
Alison McQuaid	AM	Historic England

6. How the Board Operated

For the Phase 2 T&T the Board met three times in person and two times online over the 11-month period. This was sufficient for the T&T but if a permanent Board is to be established, more frequent meetings might prove beneficial given the amount of information and issues likely to arise with the delivery of ELMs. Such issues may include, for example, communicating the complexities of funding systems simply and resolving potential conflicting aims of different bodies concerned.

For this pilot, Board members were called upon to provide or point the project team to information from their various organisations to be fed into the land management frameworks, assist in reaching out to landholders for the consultation and consult with their own organisations (and in some cases, further organisations) they had agreed to represent. They were called upon to review project team research and recommendations (particularly for the NCA priorities).



7. How the team operated

The programme first 6 months July 2023-January 2024

Board meetings in 2023 were held at the exemplary Cholderton Estate at project commencement in July and then at County Hall in Winchester in November to hear presentations from the County LNRS team and discuss progress in collating the information required for the NCA frameworks. Also, to hear how the project team planned to develop the tools to communicate, consult and deliver the actions.



A review was undertaken of the work of the first phase and its initial work on two NCA Frameworks and then the team set up the methodology for the NCA frameworks for all ten for Phase 2. This involved a huge amount of information gathering in order to collate all statutory and advisory documents relating to the management of the land from the Environment Act down to local character guidance. Also, reaching out to Board members to supply or steer to that which is specific to their various areas such as forestry, water or biodiversity. Individual meetings were held with nearly all Board and Executive members. The final outputs have been a master list of potential outcomes aligning with the aspirations of the Environment Act and over 1000 potential farmer actions with which to achieve them. These have then been taken into the Land App excel sheet around which their model was built.

Further to this, all the supporting evidence that arrived at these, has been placed in appendices specific to each of the ten NCAs. While effec and Land App were engaged to produce their information for the six largest



NCAs (which comprise 90% of the County's land) terra firma have produced documents for all ten so that all this information is made available across the County. This will include the forwards, actions and appendices specific to each NCA but without the benefit of the Land App tool or effec's high level carbon baseline work and business plan.

The Natural Capital Accounting research provided a baseline assessment for each of the 6 main county NCAs, to suggest the main opportunities for improvement and how these may be funded.

The priorities for improvement will then be decided by the Advisory Board, based on suggestions and evidence provided to the Board. This evidence is a combination of economic data and spatial maps of asset condition and risks to natural asset benefits (e.g. soil erosion and drought risks). LNRS opportunity areas can be overlaid here as they become available.

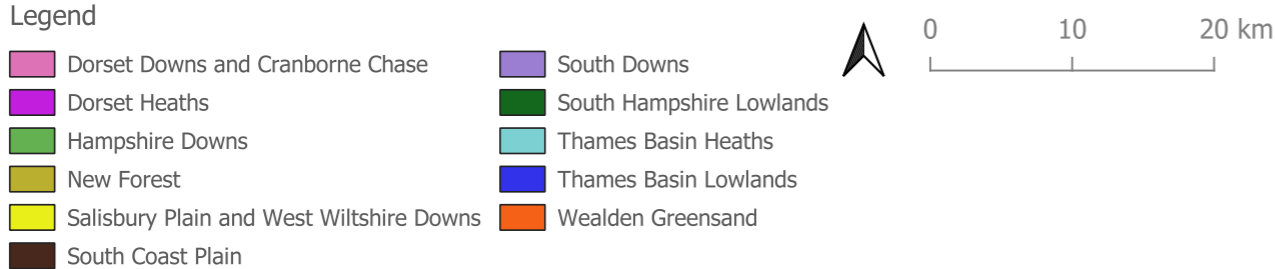
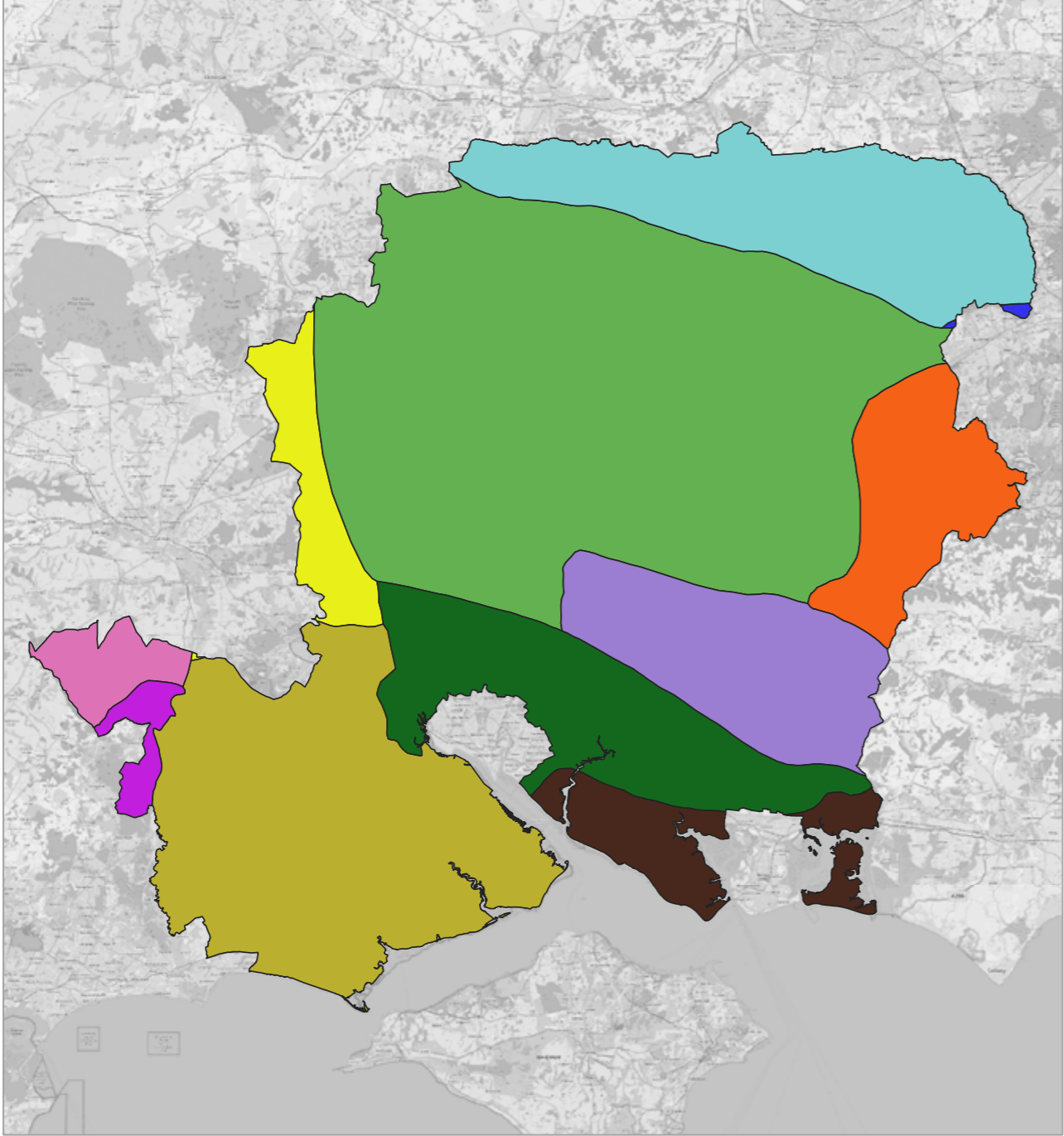
Land App only joined the project at the very end of 2023. Commencing at pace in the new year, the team compiled all the wider team information that would provide the basis for the consultation working tool for the T&T. The aim being to fulfil the objectives set out from Phase 1 to provide concise and accessible information in one place from which a landholder can understand the priorities and available assistance then choose their options. The prototype Land App tool is to be able to provide any landholder with report and mapping on all aspects relating to their property and then the potential actions and funding streams they can consider to improve it.

This time was spent in building up the vast amount of data required to develop the tools with which to set out the potential delivery and it was within the second half of the project that this was tested and trialled through the consultation process and its subsequent review and discussions.

Findings and self-reflection amongst the team for the first six months was therefore limited to the undertaking of this work and interactions it has involved among the Board and project Team. A list of learnings were set out in the Project Half – way report issued at the end of February 2024.



Hampshire Natural Capital: National Character Areas



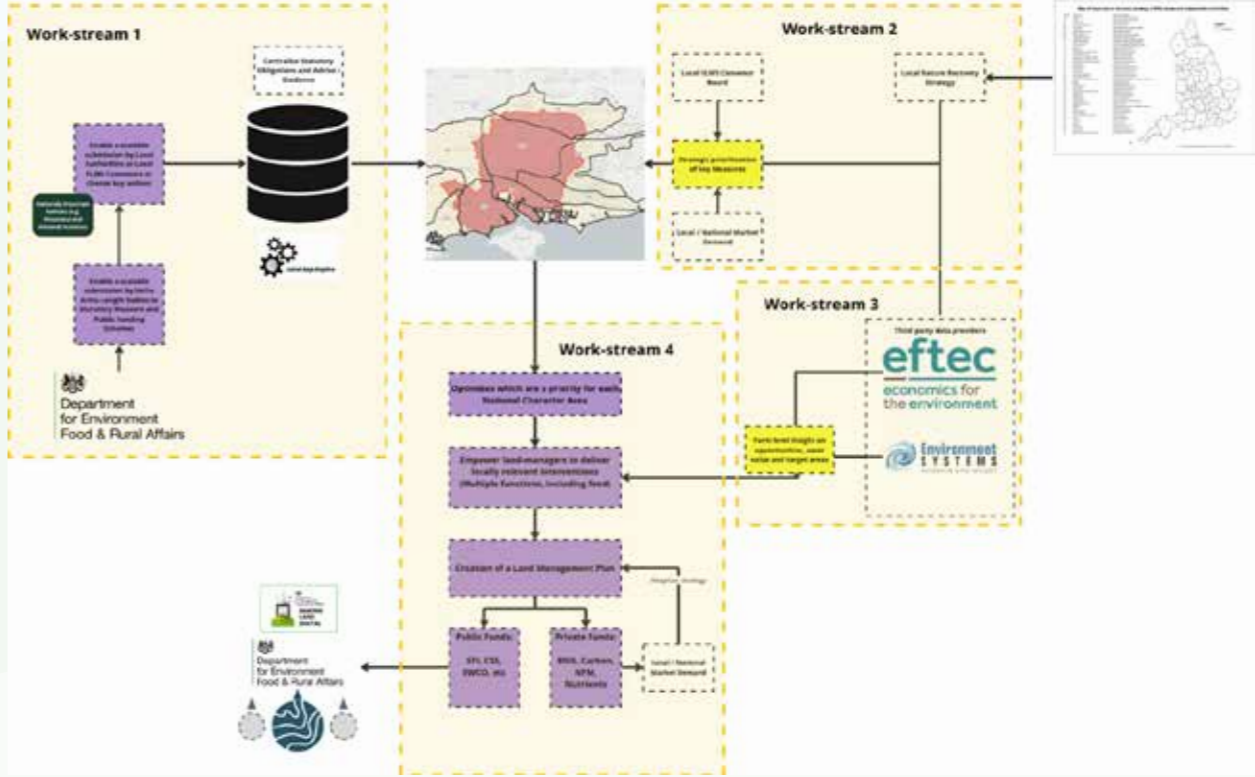
Environment SYSTEMS evidence and insight
 Cartography by Environment Systems Ltd.
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Map of the 10 NCAs across Hampshire - from draft introductory information for consultation

We are all aware of the dire state of the health of our landscape and the increased threats from climate change. These need to be addressed in a new way and is best led by those who manage the land themselves with the assistance of both public and private bodies and finance. Nature recovery and productive farming should not be seen as separate objectives. The arrival of ELMs is an opportunity to achieve better outcomes and needs to be clarified, simplified and be locally deliverable and accountable.

This project seeks to test out the potential for doing this through a Convenor Partnership that brings together usually siloed organisations around an Advisory Board and provide an experimental framework tool for each National Character Area (NCA) in the county such as the one you are in here, that you are invited to trial for your own landholding.

Its aim is to be a set of simply headed actions that might be undertaken under the headings of the beneficial outcomes sought. These can be adjusted to align with the targets that will be set by the county wide Local Nature Recovery Strategy (LNRS) currently being worked on simultaneously. It should be remembered that compared to the long term nature of LNRS, this is only currently a year long test and trial with a very short February 2024 consultation period with focus groups who are being sought in each of the 10 NCAs. It is therefore 'high level' and unlikely to cover all bases but feedback will be vital if it is to succeed sufficiently to be developed further as a potential long term way forward for co-operation and delivery.



- The project team has worked to 4 main workstreams:
 - Workstream 1 - Database: Land Management Framework Summary (terra firma)
 - Workstream 2 - The Board: The Convenor Model (terra firma)
 - Workstream 3 - Data provision: Natural capital Baseline and Opportunities (eftec and Environment Systems)
 - Workstream 4 - Mapping Platform: Prototype Toolkit Development and Consultation (Land App)
- More detail of these can be found in separate documents numbered 2 to 5 accompanying this main report.

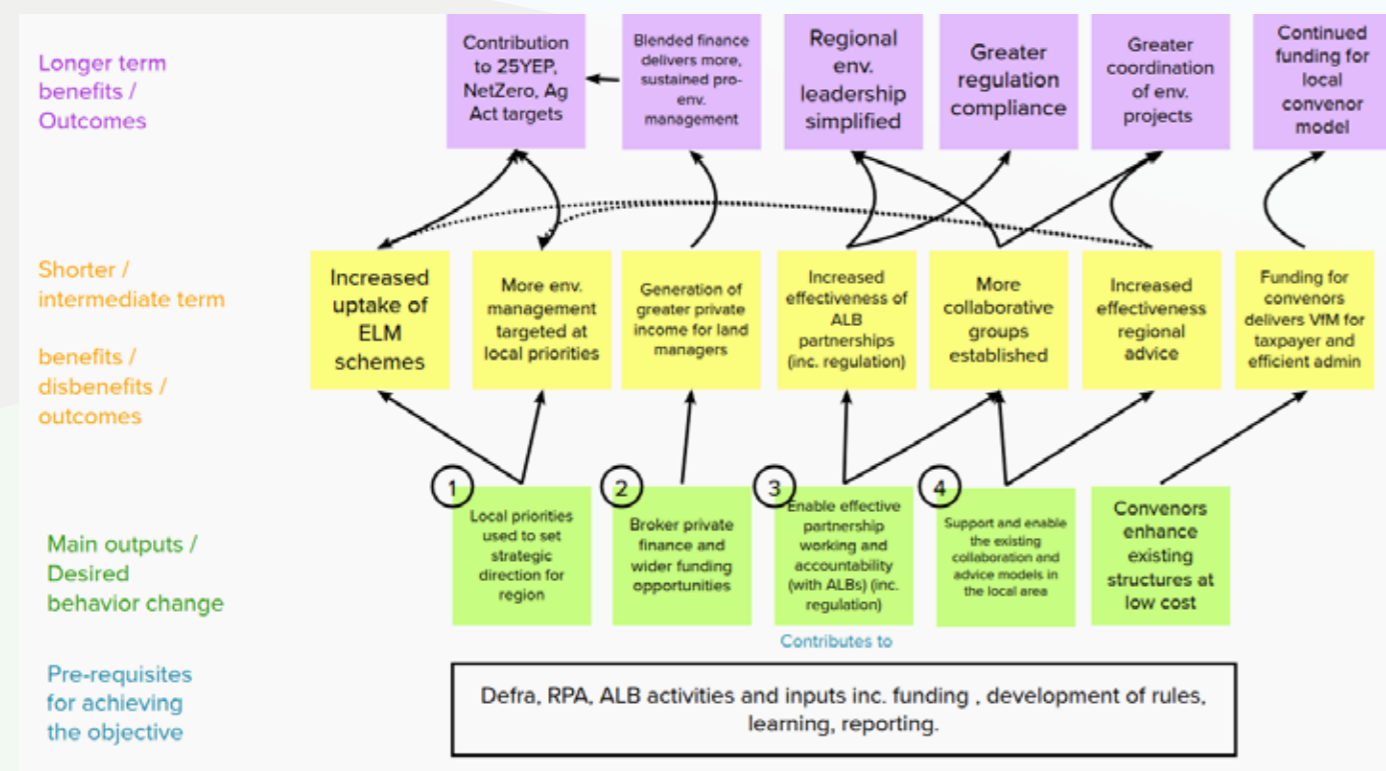
8. Local Nature Recovery Strategy

The LNRS team at Hampshire County Council have been very co-operative with the Convenor T&T, seeing it as a potential delivery vehicle for the targets that will emerge from their work. The similar constituency of members guiding the process, the County and NCA scales of working and timescales for consultation are fortuitous to both projects. A programme of 9 LNRS consultation events (6 virtual, 3 in person) has taken place and terra firma staff attended all but one as observers and contributors. There has been the opportunity to introduce the T&T at most of these.

The lack of commitment to delivery of LNRS is something that the Convenor T&T team have concerns with and a letter was sent by the Board to the Secretary of State in January 2024 (See Appendix 5). A response was received in May 2024 and is included alongside.

9. Defra Reporting and feedback

Feedback and learnings are at the core of the test and trials process and this is set out in the Defra diagram below;



The project was monitored from start to finish by Dr Daniella Morgan (Senior Research Officer, Science Monitoring and Evaluation of Environmental Land Management for Defra) who attended 3 of the Board Meetings as well as internal meetings with the project team, explaining the need and requirements for feedback and learning in order to maximise the benefit of the research project. Questionnaires were sent to the Project Team on a quarterly basis and the Board in two half yearly batches. The consultees in the landholder consultation process were all requested to return feedback to Defra as well as a short feedback form to the team on testing the prototype tool.

On a monthly basis the project facilitator and director have met with Defra project supervisor Lynn Pye to discuss progress and monthly milestone reports were submitted by the Project Director and effec prior to invoicing for work undertaken.

Changes were made to the original scope and programme to align with the late appointment of effec and the addition of Land App to the team. The former had to go through a tender process for provision of natural capital baseline and building a business plan while the latter was to fill a gap in how best to provide a tool for consultation and delivery.

10. Reaching out – consultation

The project team have done their utmost to reach out to the Board, wider farming and land management community .

Board member meetings and communications

As well as the 5 formal Board meetings, the project team met or corresponded with each individually; including attending an agroforestry event at Newhouse Farm in July 2023 courtesy of HCC and Forestry Commission; a CPRE presentation of their County initiatives at the Petersfield Society in September 2023; conversations with Southern Water, Natural England , Environment Agency and Forestry Commission about their policies and actions; meeting with Hampshire and Isle Of Wight Wildlife Trust Director and Staff at their offices in November; and regular meetings throughout with the farmer representative Board members, others on the project team and Defra.

The project team arranged all meetings, circulated updates, requests for assistance with inputs, suggestions for discussion, as well as project agendas, minutes and draft reports.

The CLA,NFU and Southern Water Board members and Forestry Commission Executive Officer enabled widespread publicity of the T&T as well as offering an invaluable window into the issues and advisory measures offered within the county including water catchment sensitive farming, 'The Big Chalk', and FIPL(Farming in Protected Landscapes).

Farmers and Land Managers

There are undoubtedly a huge number of positive actions and initiatives being undertaken within the farming industry by farmers themselves. The farm clusters and Environmental Farming Group are very successful indicators of self-generated co-operative action.

Numerous farms were visited during the course of the project including; Iford and Knepp Estates in Sussex over the summer of 2023 for information on BNG offsetting and rewilding; Cholderton at the beginning of the project as a prime example of evidenced success in regenerative farming; Matterley Estate for its extraordinary variety of diversification (including the Boomtown event) while still farming productively; Windover Farm, Longstock with its anaerobic digester, recycled products and energy production; Burgate, Allenford and Bisterne farm estates in the Avon accompanying The Game & Wildlife Conservation Trust to see and hear the particular challenges faced there. Individual engagements were also had with Hambledon vineyard, Rothercombe Farm and Moundsmere Estate, the owners of Great Haughurst Copse, Totton and Fawley Parish Councils, Land Agent/Farm advisors Penny Stokes and Trace Williams.

The NFU, CLA, other Board members and Parish Councils helped publicise the project consultation period and would have reached out to many hundreds of farmers and land managers. From these, some 40 responded with interest in partaking in the trial.

The LNRS programme

The corresponding consultation period for LNRS was an opportunity for this project team to attend all 9 events and learn that much more of what is going on all over the county while also publicising the T&T and their mutual opportunities.

Political leadership

A letter was written to the Secretary of State for the Environment in January 2024 by Convenor Chaiman Lord Malmesbury on behalf of the project and LNRS delivery and can be found in the appendices along with the response received in May.

The team has presented to East Hants MP Damian Hinds and Hampshire County Council Leader Rod Humby. Information has also been shared with environmental champion and ex minister Lord Deben and Environmental KC Lord Banner in the House of Lords.



CHEESEFOOT HEAD

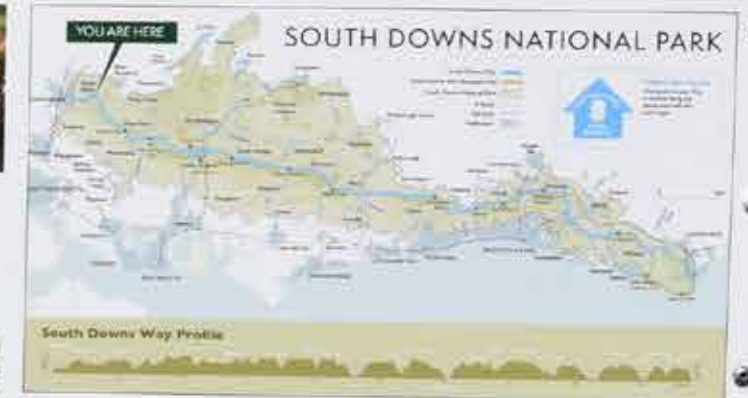
GATEWAY TO THE SOUTH DOWNS WAY NATIONAL TRAIL

SOUTH DOWNS NATIONAL PARK

Cheesefoot Head (also known as the Matterley Bowl) is at the western end of the South Downs National Park sitting at 173m above Sea Level. The bowl was shaped by the meltwater from the last Ice Age (approx. 110,000 years ago) eroding the soft chalk. The streams created by the meltwater ran across the landscape now clearly seen as the Test and Itchen rivers which converge at Southampton.

FLORA AND FAUNA

The banks of the bowl have been designated a Site of Special Scientific Interest (SSSI) on the basis of the flora and fauna that exist here. It is an area of chalk grassland identified as having flora, fauna, or geological features of special interest. Chalk grassland supports some of the nation's rarest butterflies and plants and without sensitive management by the farm, this internationally important habitat, and the species it supports would disappear.



EISENHOWER AND D-DAY

The natural amphitheatre became a central gathering point for the American troops stationed in the area whilst preparing for the D-Day invasion of Europe. General Eisenhower (pictured right) used this space to address over 100,000 allied troops just prior to D-day in June 1944. Thousands of American and British troops filled the steeply sloping banks to watch Joe Louis, the heavyweight champion of the world at a US army boxing tournament. Louis was serving in the US army as a physical education instructor.



FESTIVALS AND FARMING

The Matterley Estate is a long established family run farm which has diversified in recent years by running a range of events in the Bowl. Festivals held here have included 'Homelands', 'Glade', 'Sanctuary' and now 'Boomtown' (pictured right).



Protected Landscapes

All 5 protected landscapes were written to at the commencement of the project, then again at the time consultation was approaching in February and finally post consultation to endorse support for the Convenor. 4 virtual meetings and one in person were undertaken between the Project Director and key members of the protected landscape authorities' staff in April 2024.

11. What was tested

The Convenor model

As of October 2023, Defra had contracted over 130 tests and trials since 2018, working with over 7,000 farmers representing a wide range of geographies and sectors.

Findings from these tests and trials have already helped shape new environmental land management schemes.

The Convenor model is one that is currently being tested in different scenarios but this project is the only one at County level and utilising NCAs for spatial subdivision.

Phase One 2020-2021 found this to be a successful model and Phase Two has been met with widespread support from those consulted as well as by the Board themselves.

The Project team were hugely assisted by the Board in providing or pointing to the sources of information emanating from their various organisations in order that the potential actions and outcomes could be collated for the prototype tool.

The Board interrogated the process and approach both in formal meetings and individual consultations. Team recommendations for consultation process and NCA priorities were discussed and agreed before being taken forward. Co-operation and consensus was easily reached and the model felt an appropriate one to recommend for future delivery and governance of ELMs.

With a view to the potential establishment of a permanent Convenor, the Board were invited to discuss the County Convenor model around 8 initially suggested items:

- Inter-relationships including ALBs/protected landscapes/Local Authorities
- Potential to take forward Convenor as a method for delivery and governance
- Convenor relationship to the farming community and their advisors
- Technical officer and administrative support
- Support and host Website/Land App tool/research/advice/monitoring
- Privacy issues/sharing data
- Funding
- Possible Application to extend T&T project

Resulting discussion on this is set out in the recommendations at section 21 with some further information in accompanying Document 3.

12. A prototype tool for delivering the Convenor

The predominant task for the team on behalf of the Convenor was to assimilate all the statutory and advisory measures farmers and land managers might consider in improving management of their land and present this in a legible format within Land Management Frameworks for each of the 10 NCAs.

This was alongside the production of a Natural Capital Baseline for each of the larger NCAs and recommendations of priorities to be addressed for each.

In order to collate the information and disseminate it most effectively, the team felt there would be no better tool than Land App. Following a presentation to the Board in November, they were approved by Defra to join the team and develop a specific prototype for the ELMs Convenor, working to the 6 NCAs effect had been tasked with.

This became the consultation tool and is a piece of work that has the potential for much further development (eg to take aboard the blended funding streams identified in the subsequent effect Business Plan).

The process for this is set out in following sections.

13. The County and NCAs

Governance at local County level is being tested as well as exploring the National Character Areas (NCA) as the optimum scale for delivery by integrating national and local policy requirements.

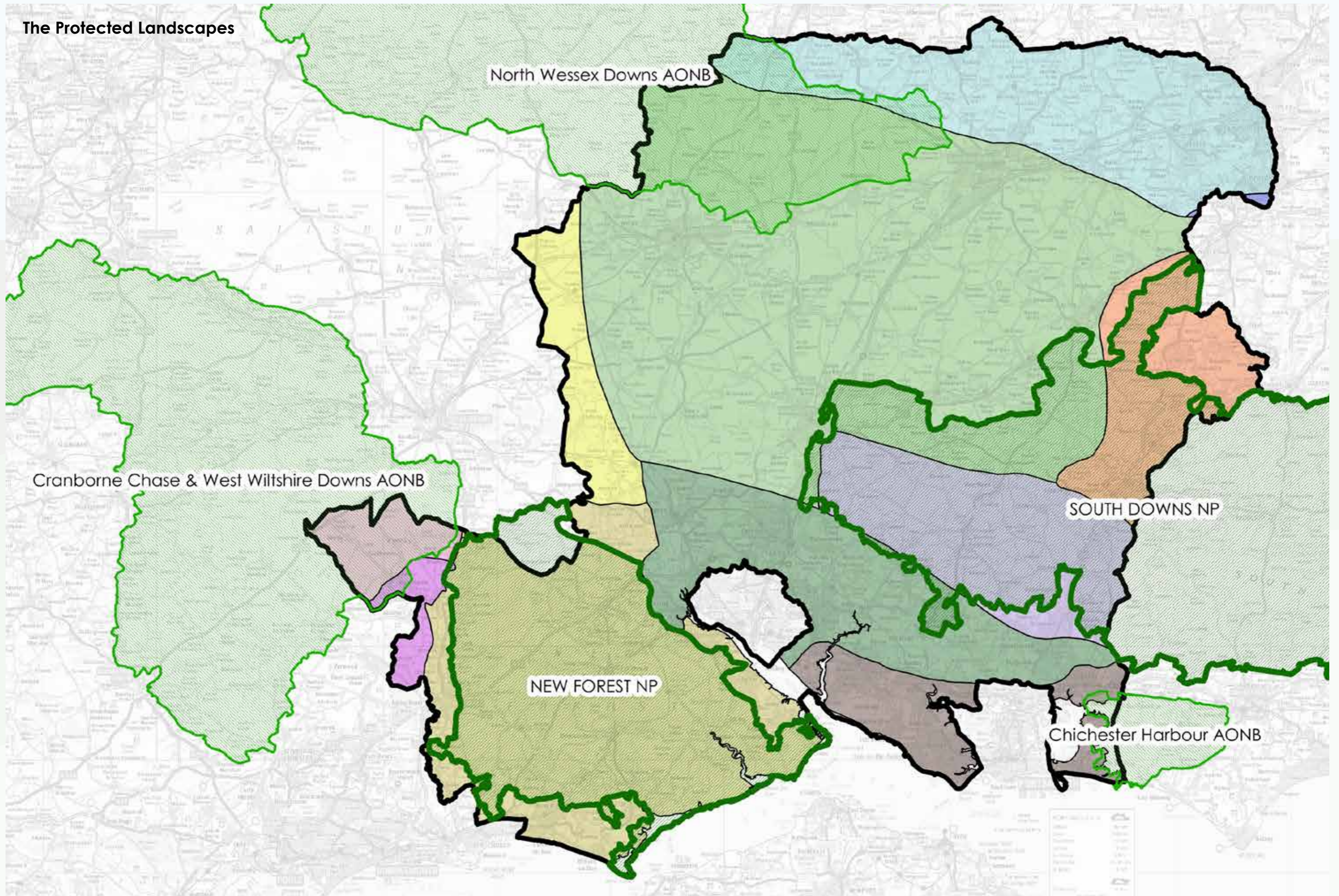
NCAs are a natural subdivision of England based on a combination of landscape features such as biodiversity, geodiversity, soils, micro-climate and economic activity. There are 159 National Character Areas and they follow natural, rather than administrative, boundaries, much of this developed through farming activity over the years.

The ELM Convenor is looking at all ten NCAs within Hampshire and each NCA document seeks to pull together all the strands of regulations and advice a land manager should consider from the various bodies that oversee land use into a framework that can combine with the opportunities identified for funding that combine with improving the health of the landscape.

This is the second phase of the T&T undertaken in 2020-2021 and extends the remit from looking at an area encompassing 2 NCAs to all 10 across the County. The scope includes setting out the Natural Capital Baseline, investigating the options for blended finance funding streams from across both public and private sector, statutory obligations, advice and guidance, resulting in actions that would meet these as applicable to each NCA. Tools were then developed with which individual landowners can readily see and choose the options for their own land. All this within a County level Convenor framework that forms a central body for discussion and advice, forming a potential conduit between landowners and central government through a local governance framework.

A summary for each of the 10 NCAs is included in Document 2. The full list of resulting actions for each and appendices setting out the sources referenced in research is held by terra firma and can be supplied on request. They run to hundreds of pages so are not included here. These are only a starting point and to be comprehensive, would take far more time than a T&T would allow. There are obvious gaps such as more work on heritage and historic environment. Natural historic landscape characterisation should be referenced and research is currently underway through DCMS to add culture and heritage capital within NCA assessment structures.

The Protected Landscapes



14. The Protected Landscapes

Hampshire contains 2 national Parks and 3 Areas of Outstanding Natural Beauty (National Landscapes). Under the 1995 Environment Act and under the Countryside and Rights of Way Act 2000 the administrations covering these areas are statutorily obliged to produce Management Plans for the areas they cover. In the first phase of our work the Advisory Board concluded two important recommendations:-

1. The ELM Convenor for Hampshire should not duplicate the work of the protected landscape administrations.
2. That the protected landscape administrations should be the ELM Convenor for their area should the Government conclude that ELM Convenors is the way forward for ELM distribution to secure a local dimension to the scheme.

On the first point, the project team as Executive Officers of the Convenor have based their summary guidance for land management on the existing Management Plans where they form a major part of the relevant NCA. Recommended additions include ensuring that national obligations through statute are fully integrated into local policy needs. Our initial observations have concluded that there is no common framework in the production of these 5 Management Plans and that there is no consistency in presentation or content of these plans. Also, the integration of National and Local policies are not present in all Management Plans. It is fair to say that there has been a delay in updating these Management Plans pending new guidance from Natural England being published. This has now taken place.

For this second phase of the ELM Convenor an approach was made to each administration, to work collaboratively at the outset of the delivery contract, only two out of the five responded. As the consultation period approached, the T&T project team approached the 5 authorities again and this time had replies from all 5 which then eventuated in positive virtual and in-person meetings.

We invited each Protected Landscape administration to join as partners to enable the administration to access all the ELM Convenor research assets such as the comprehensive record of statutory and advisory guidance that we have pulled together, the new business planning information and access to the Land App communications system.

All 5 authorities are interested in some interaction with a permanent county Convenor and support the concept.



15. The Collation of Statutory Obligations

One of the most evident early lessons for the project was that there is no single place to find where a landholder can find their statutory obligations – actions they must undertake on their land.

The process of gathering these together was laborious, not always clear and even once assimilated into the Land App prototype tool, was expected to be challenged. It was subsequently passed by an experienced Land Agent to check and verify as a 'critical friend'. The schedules that can be found at the front of all the NCA action tables were then updated and can be found in Document 2 accompanying this report.

While still not promising to be comprehensive, they were useful as a wide-ranging basis for the test and trial. Following the independent review, some 167 potential actions were reduced to 61 confirmed actions.

16. The Collation of Advisory Actions

The research and gathering together of all potential land management actions and outcomes. This involved reaching out to all Board members for their respective guidance as well as Defra existing and emerging ELM schemes commencing with Countryside Stewardship and adding in Sustainable Farming Incentives introduced at the Oxford Conference in January this year. The research included water management plans, woodland grants, protected landscape management and action plans.

The resulting schedules reflect a wide range of outcomes that a farmer or manager may look to do to improve the health of the landscape and biodiversity while not losing sight of the essential task of food production.

HAMPSHIRE ELMs TEST AND TRIAL Legislation Reference List (for determining Statutory Obligations)				
Regulatory compliance ref. number	Regulatory compliance	Link	Referred to / reason for inclusion	Notes / further action required
1	Animal Welfare Act 2006	https://www.legislation.gov.uk/ukpga/2006/45/contents		Farmers paid to produce Public Goods rewarding positive action on environmental issues and animal welfare improvements. Makes owners responsible under the Welfare of farmed Animals (England) Regulations 2007 (as amended). Financial assistance is given based on purposes /environmental measures.
2	Ancient Monuments and Archaeological Areas Act 1979.	https://www.legislation.gov.uk/ukpga/1979/46		

A master list was provided for the Land App tool function that could call out Actions appropriate to individual NCA. Hard copy has been provided for the 4 NCAs not covered by the Land App prototype. While this has started to identify potential targets, priorities and funding streams, this is all work that can be built on and added to as more data is obtained. Furthermore, it could be continually updated and used as a monitoring tool to measure progress towards the targeted outcomes.

17. The Natural Capital Baseline across the County NCAs

eftec and Environment Systems worked up a Natural Capital Baseline with related mapping for the 6 NCAs that comprise 90% of the County. This was to be new and innovative work to inform priorities for the Convenor. This was through the following structured approach:

- a. What natural assets do we have?** Categorisation and mapping of natural asset extent and condition.
- b. What do they do for us?** Key benefits provided and to whom. Measured in physical and (where possible) monetary terms.
- c. What are the opportunities for improvement?** The most significant potential improvements in benefits that can be provided, based on economic, ecological, and financial feasibility assessments.
- d. What will be the outcomes?** Quantification of the potential scale of change in terms of benefits improved and those foregone.

e. What funding streams are available? Identification and indicative scale of funding and timing of sources (focus on private sources) and highlighting key conditions and enablers for unlocking these.

The baseline assessment of natural assets analysed existing land cover and use to assess the main benefits as presented in Figure S 1. The key for the six NCAs is as below:

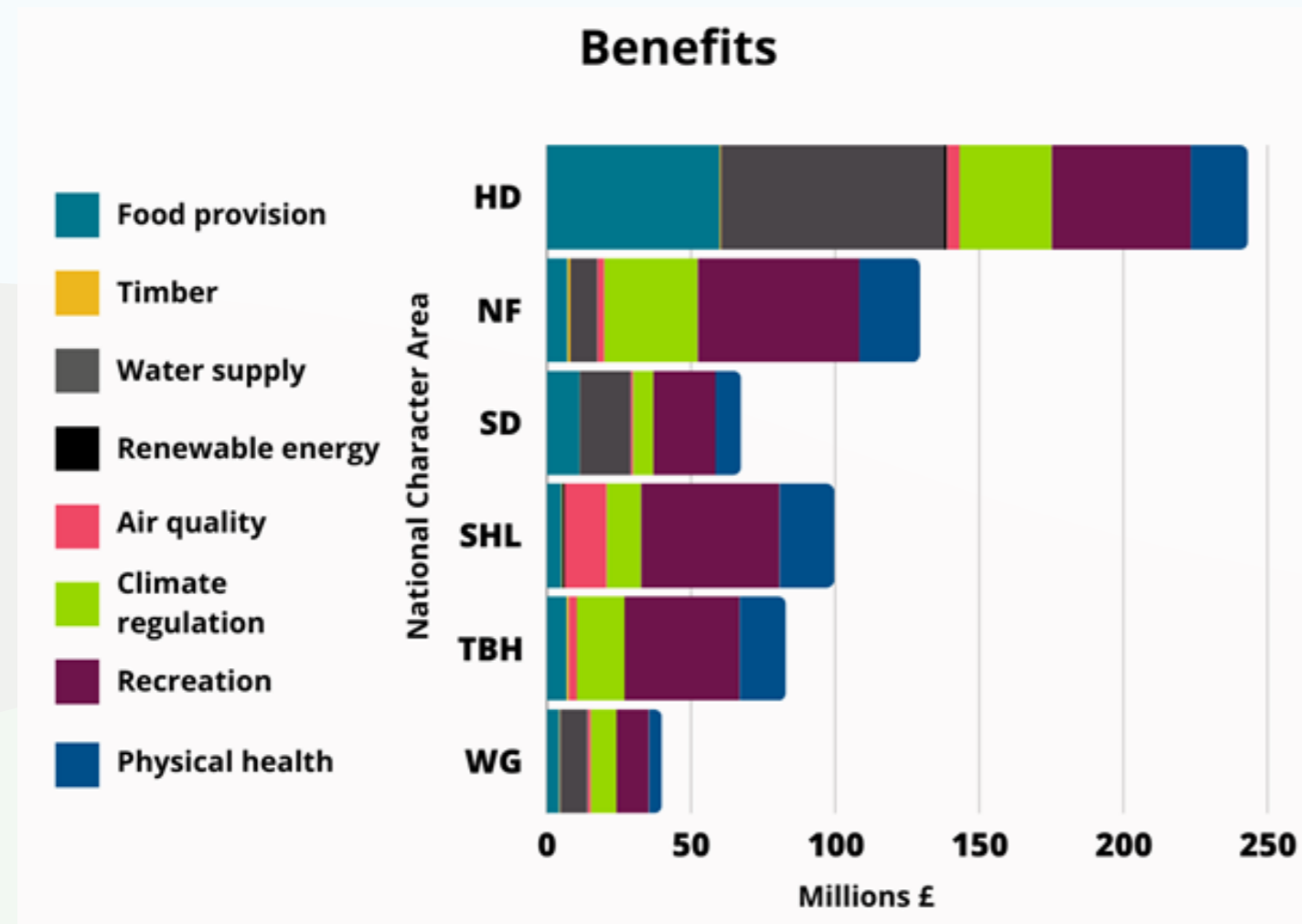


Figure S 1: Value of Benefits by each NCA (£million per year)
 HD = Hampshire Downs, NF = New Forest, SD = South Downs, SHL = South Hampshire Lowlands, TBH = Thames basin Heaths, WG = Wealden Greensand

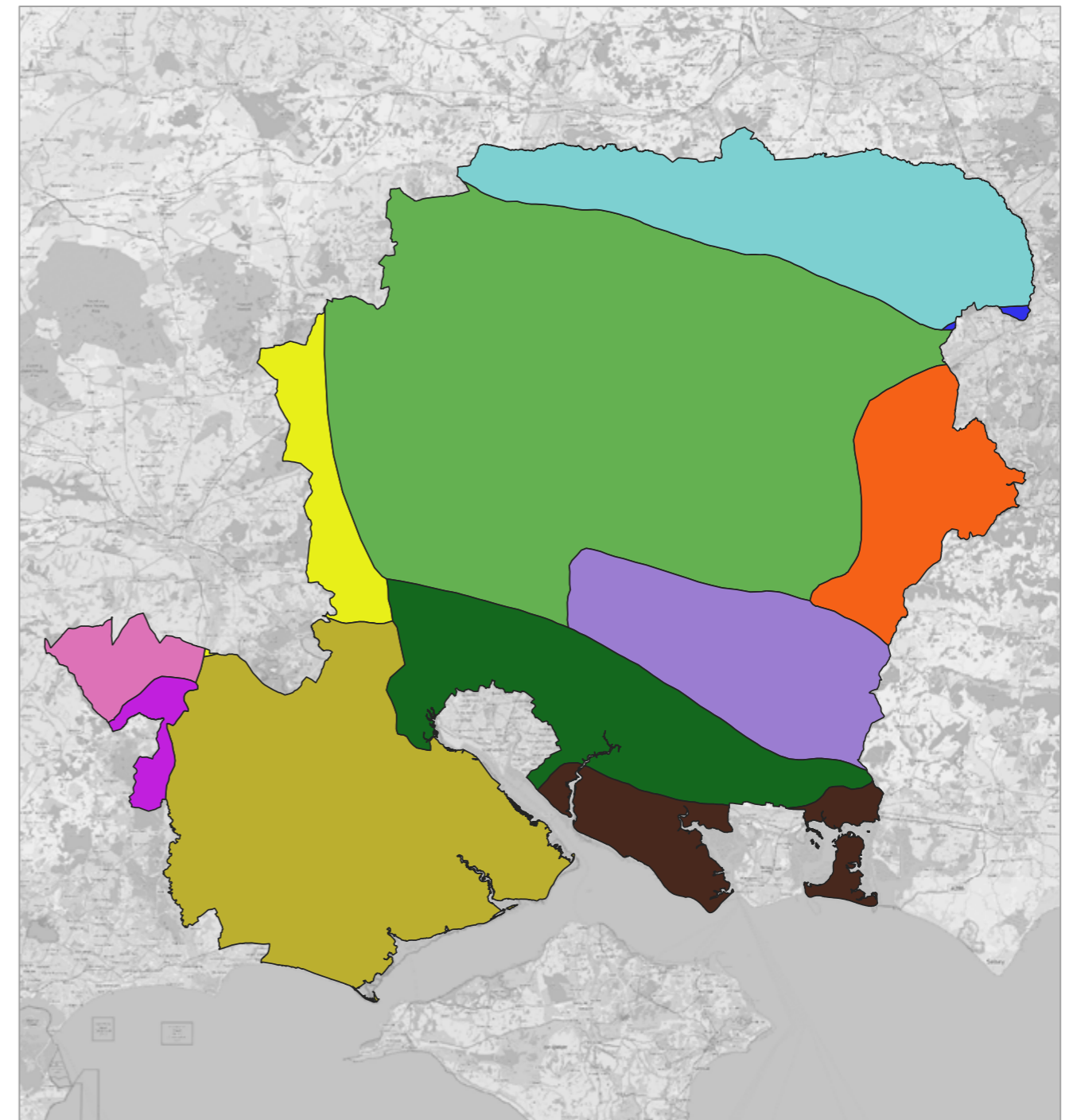
The key benefits of relevance to Hampshire are linked to farming, water supply and quality, landscape and public benefits of access to nature.

The following are the benefits not included in the monetary valuation due to lack of scientific or economic data:

- The value of biodiversity is partially captured as it underpins some of the benefits evaluated above, (for example soil diversity is key to food production, and biodiversity in the landscape supports recreational value. However, many aspects of biodiversity are not evaluated and hence the full value of biodiversity is not represented.
- Natural flood risk mitigation
- Water quality regulating services of habitat
- Education and volunteering benefits of working in nature.

The assessment of the baseline natural capital benefits in conjunction with the natural capital risk and opportunity mapping work, provided the basis for identifying the opportunities for improvement that are detailed in the business plan section. Refer to Document 4 (Workstream 3) for further detail.

Hampshire Natural Capital: National Character Areas



Legend

- | | |
|--|--|
| Dorset Downs and Cranborne Chase | South Downs |
| Dorset Heaths | South Hampshire Lowlands |
| Hampshire Downs | Thames Basin Heaths |
| New Forest | Thames Basin Lowlands |
| Salisbury Plain and West Wiltshire Downs | Wealden Greensand |
| South Coast Plain | |



Environment SYSTEMS evidence and insight
 Cartography by Environment Systems Ltd.
 © OpenStreetMap contributors.
 © Natural England.



18. Land App and building the prototype tool for consultation methods:

Land App were tasked with developing the toolkit with which to focus all work from others on the project team into a place where all potential actions could be gathered, sieved to those relevant according to NCA and placed into an interactive mapping tool where a landowner can see what is relevant to them, its potential funding and where best to locate it. Their stated objectives at the outset:

Objective 1 - Create an easy-to-digest report that provides farmers with information on their statutory obligations required by regulation in a format that is easy to access. This would include:

- Cross-agencies layers of national farming policies: Designations (SSSI) Historic Features (e.g. SHINE) NCAs Other environmental (NVZs / Protected Landscapes)
- Local Nature Recovery Strategy priorities and how this could be helped within the farming business (e.g. optimal woodland locations on a map)
- Practical farming advice (who to speak to, what interventions would be beneficial) based on National Character Area boundaries, helping establish the soils, micro-climate, ecosystems, topography, water conditions in a local context.

Objective 2 - to create a digital farm plan, identifying their existing habitats that are delivering value (e.g. UKHab Habitats, and existing Scheme options such as SFI and Countryside Stewardship), then a future plan of where each farm could deliver more. These plans would be created with a view of where the above drivers prioritise change and maximum financial and environmental resilience.

Detail on the subsequent technical build and reach out for consultation can be found in the appendices.

Creating Management Plans

A key part of the methodology was using the outputs from Workpackage 2 (the Board) and Workpackage 3 (Efttec and EnvSys) to help prioritise which actions each National Character Area wishes to see. Land App used this prioritisation to steer land managers to choose to include these in

Activity	Where?	Assisted Finance	Land App Mapping	NCA Priority
(926) - Manage woodland edges on arable land. Provide strip of scrub or grass mosaic between the arable land and the existing woodland. Develop through natural regeneration	Woodland buffers (<75 m)	eligible for CS funding (WD3)	Countryside Stewardship Plan	<input checked="" type="checkbox"/>
(927) - Provision of temporary habitats (such as wildflower options in arable habitats)	Arable	eligible for CS funding (multiple options)	Countryside Stewardship Plan	<input type="checkbox"/>
(928) - Provide flower rich field margins or plots to increase habitat for pollinators and insects. Include small scale interventions - food, shelter, nesting sites and breeding habitats for wildlife.	Agricultural land	eligible for CS funding (AB8)	Countryside Stewardship Plan	<input checked="" type="checkbox"/>

their management plans.

All of the Top 5 actions chosen were actions deemed an "NCA Priority" in the database.

In total, 16 farms completed a Land Management Plan. Across the 16 farms, a total of 307 actions were chosen, averaging ~19 actions chosen per farm.

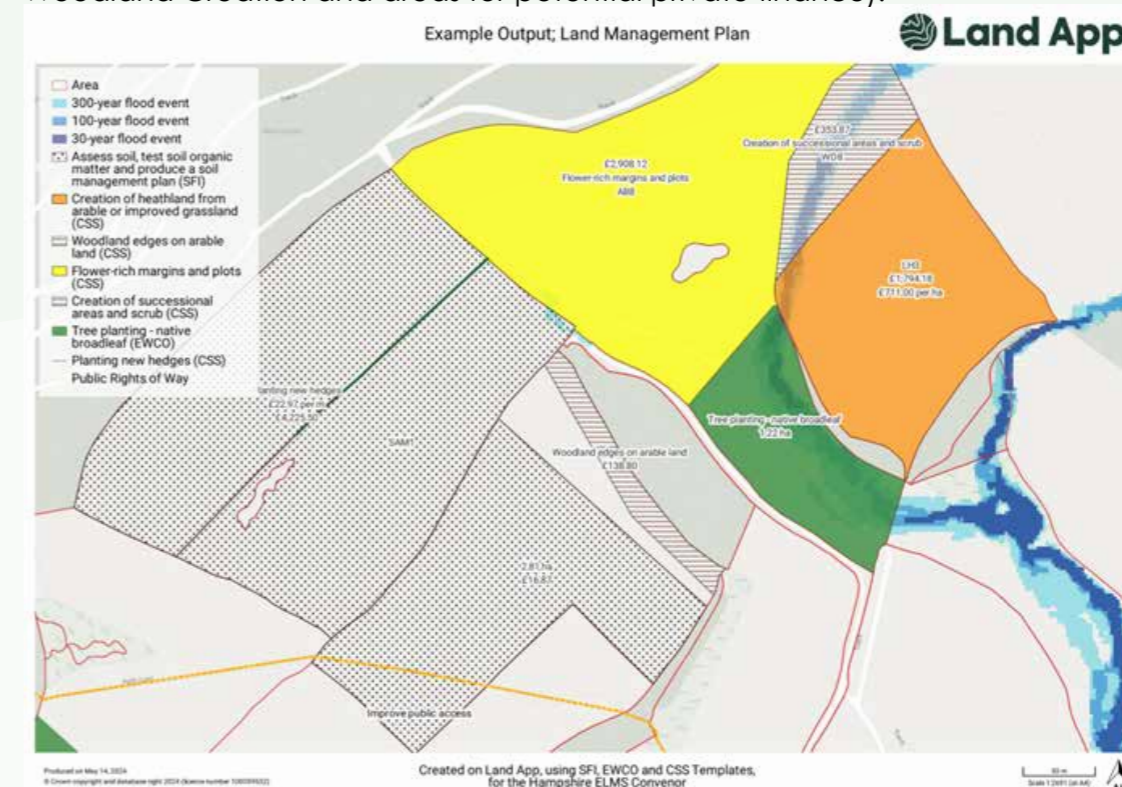
Top 5 Actions chosen by the Pilot group:

Top 5 Actions	Count	Measure Description	NCA Priority?
(926) Manage woodland edges on arable land	11	Provide a strip of scrub or grass mosaic between the arable land and the existing woodland. Develop through natural regeneration	Yes
(928) Provide flower-rich field margins or plots	9	Increase habitat for pollinators and insects. Include small-scale interventions for wildlife	Yes
(3) Assess soil, test soil organic matter and produce a soil management plan	8	For all agricultural land types. Obtain agronomic advice.	Yes
(389) Planting new hedgerow	8	Slow the flow of flood water, and increase length of native hedgerows on farmland.	Yes
(1308) Maintain and improve existing provision of public access	7	Through woodlands, field edges, prevent trespass and misuse of farmland.	Yes

This is a clear demonstration that a local steering group, with a system to prioritise actions, makes a tangible difference to the options chosen.

Example Land Management Plan - map

The consultees were then asked to create a Land Management Plan, considering the various schemes that are currently in place (Sustainable Farm Incentive, Countryside Stewardship, England Woodland Creation and areas for potential private finance).



Map 2 - an example output Land Management Plan, created on Land App showing where one farm could access multiple schemes on the same area. By planning schemes in parallel, users can compare different options (and payment rates), quickly access guidance, and view plans against other data layers.

An example output from this can be found below:

Consultation:

Once the prototype toolkit was developed the extensive reach out for volunteers to test and trial it took place.

In total, some 40 landholders responded, 34 unique individuals registered for the workshops, representing 43 different sites. Of these 34 individuals, 28 registered to attend a live workshop and the other 6 requested the recording of a workshop.

Of the 28 that registered for the workshops, 21 individuals turned up, leaving 7 individuals to additionally receive the recording.

- Session 1: 7 attendees
- Session 2: 8 attendees
- Session 3: 6 attendees

In total, we had 45 views on the recordings, of which 5 were internal project team views.

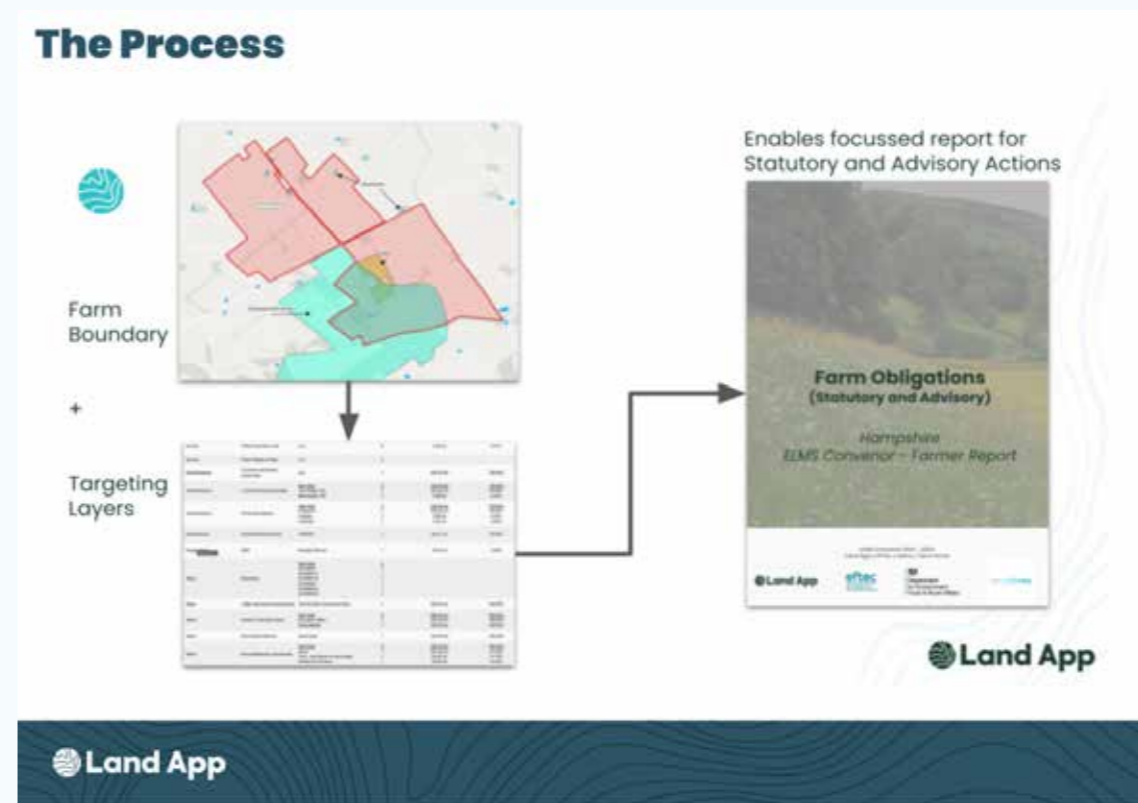
Creating Land Management Plan – Results

20 Consultees completed the full trialling of the toolkit including offering the requested feedback. These represented pleasingly diverse users including 2 Parish Councils, a woodland owner and a Vineyard. 16 farms undertook the trial from different areas across the county, 4 of the trials undertaken by agents/advisors.

Across the 16 farms, a total of 307 actions were chosen, averaging ~19 actions chosen per farm. Number of users completing a “map of actions” via the Land App.

Feedback:

- Number of users completing the feedback: 20 Individuals



Category	Detail	Total / Average	Breakdown
Total unique Registered		34	
Total sites Registered		43	
Consultation	Signed up for		
	Workshop	28	
	Recording	6	
	Actual		
	Number of Attendees to workshops	21	Session 1: 7, Session 2: 8, Session 3: 6
	View on recording	45 views	5 of which likely internal
Number of farms completing a shortlist		16	
The average number of Measures per trial farm	No. chosen actions		
	Total actions chosen	307	
	Average actions chosen per farm	19	
	Top 5 ACTIONS:		
	(926) Manage woodland edges on arable land	11	Provide strip of scrub or grass mosaic between the arable land and the existing woodland. Develop through natural regeneration
	(928) Provide flower rich field margins or plots	9	Increase habitat for pollinators and insects. Include small scale interventions for wildlife
	(3) Assess soil, test soil organic matter and produce a soil management plan	8	For all agricultural land types. Obtain agronomic advice.
	(389) Planting new hedgerow	8	Slow the flow of flood water, increase length of native hedgerows on farmland.
	(1308) Maintain and improve existing provision of public access	7	Through woodlands, field edges, prevent trespass and misuse of farmland.
Number of users completing a "map of actions" via the Land App		15	
Feedback	Number of users completing the feedback	20	

Key results

- Number of users completing a “map of actions” via the Land App = 15 individuals

Summary of trialling the prototype Land App toolkit

Feedback on the Land App and Farmer Report highlights issues with clarity and accuracy of actions, usability challenges, and technical glitches. Users suggest improvements for a more user-friendly experience and clearer guidance. Despite these challenges, there's positive recognition of the tool's potential to layer information and provide valuable data, indicating a need for refinements to fully meet user needs.

Specific Actions and Content:

Clarity and Relevance: Users found statutory obligations unclear and questioned the relevance of some actions. There was confusion over whether actions were current or future-oriented, and feedback indicated a desire for a clearer distinction between statutory obligations and actionable advice.

Accuracy and Codes: There were several mentions of inaccuracies and missing codes for specific actions, making it difficult for users to apply the guidance to their specific circumstances.

Usability and Technical Issues of Land App:

Interface Challenges: Users faced difficulties with the tool's interface, such as issues with drawing lines and assigning codes, importing data, and navigating the tool effectively.

Specific Function Problems: There were reports of problems like codes not loading, trouble with mapping actions, and confusion over how to use certain features or access help.

Suggestions for Improvement:

Enhancements and New Features: Suggestions included making the tool more user-friendly, better marking of utilities, simplifying the demonstration of multiple actions on one area of land, and improving the visibility and utility of environmental action suggestions.

Clarification and Streamlining: Users requested clearer explanations, better organization of statutory versus advisory content, and improvements in the overall ease of use.

General Experience and Utility:

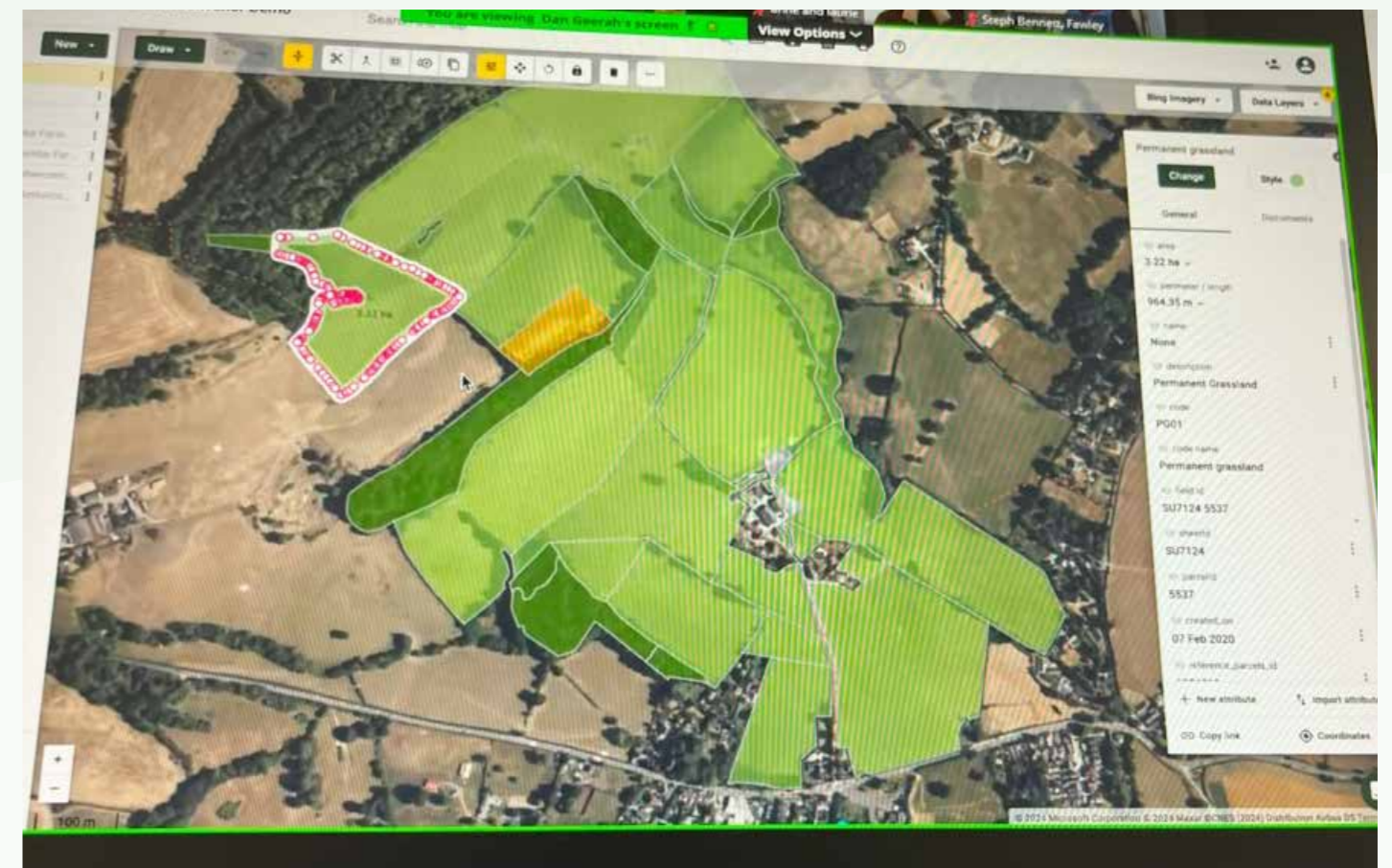
Positive Feedback: Despite some issues, there was positive feedback on the tool's ability to layer information, the clarity of maps and data, and the usefulness of specific features like distance measuring and data layers.

Overall Satisfaction: Users appreciated the comprehensive data collection and the potential of the tool, though some expressed the need for training or further guidance to fully leverage its capabilities.

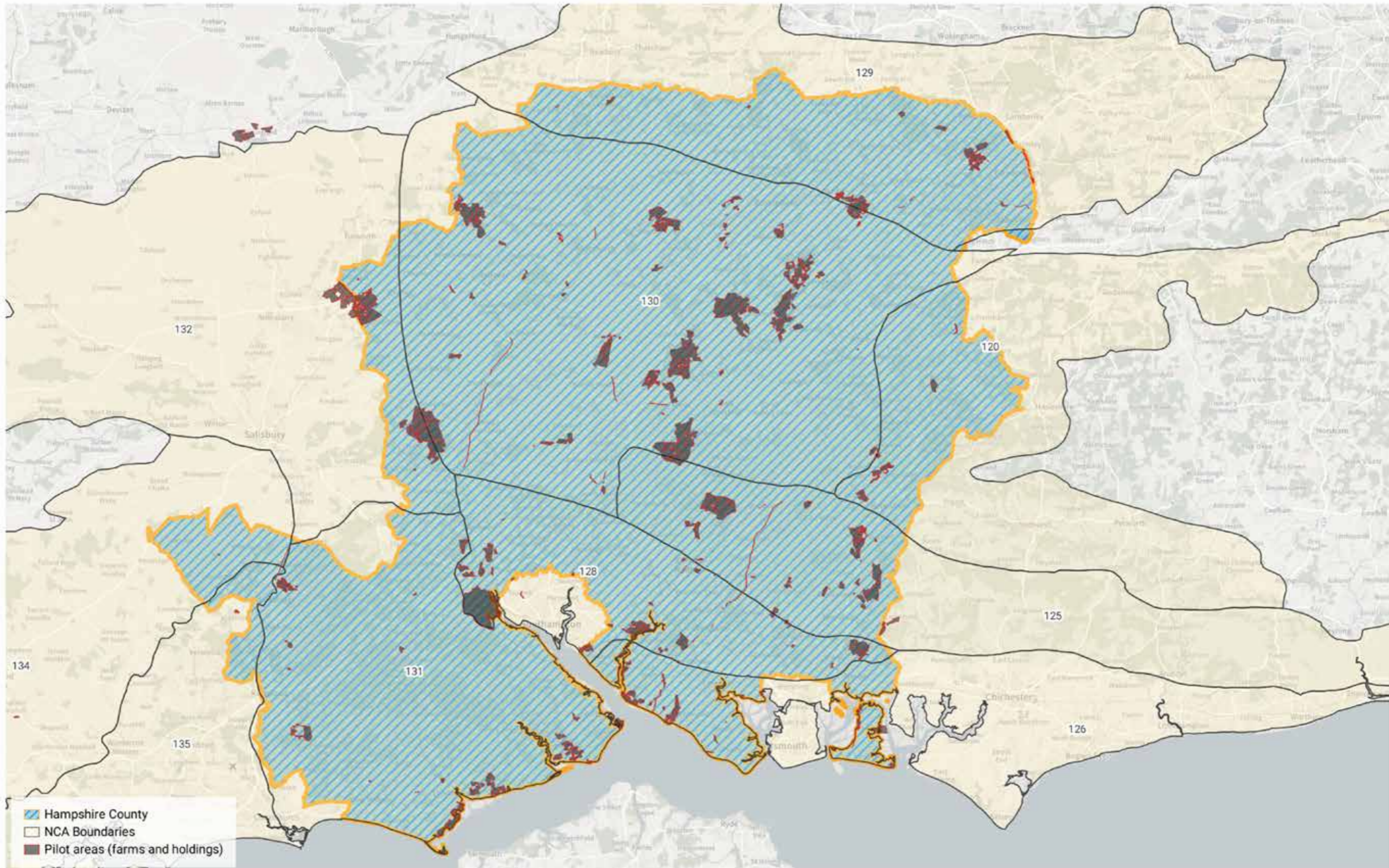
Detail on the full Land App work can be found in their summary report in the appendices as well as budget costs for the toolkit's full development for roll out, within a separate report (Document 3).

It is recognised that the tool will not be accessible or user-friendly for everyone and the Board understand there may be a need for advisers to undertake this work for some, if rolled out.

The LNRS team have pointed out that the biodiversity data held by the tool is currently limited and Local Wildlife Sites and Priority Habitat/Species locations are not included. There is a need for LERC data search when landowners are producing farm plans.



Hampshire ELMS Convenor Pilot Participants



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In total, 13457.40 ha was involved in the Pilot



19. The Business Plan

Identifying priority opportunities for improvement

Taking the baseline assessment, eftec identified a list of locally specific improvement opportunities for each NCA (see Hampshire Downs example below) for the Board to consider for adoption. The opportunities are identified to be aligned to policy objectives, ecologically feasible, economically beneficial and potentially fundable.

In developing the suggested schedule of opportunities by NCA we have considered:

- **Policy landscape** - National and local policies as compiled by terra firma in support of the project (including National Parks Management plans and NCA priorities).
- **Ecological evidence** - from the existing (baseline) state of natural capital (both extent and condition) as assessed in the baseline assessment, and from the opportunity mapping assessment carried out in support of this project.
- **Economic evidence** - on the economic value of the benefits provided by natural assets in baseline extent and condition and land use.
- **Financing feasibility** - considering a high level assessment of the potential for funding.
- **Stakeholder feedback** from the consultation process

Table S1 presents the priorities actions, and likely benefits they will give rise to and matching funding potential. Note that the funding opportunities are based on available information and we have not tested the willingness of potential funders to invest in these actions, and benefits in Hampshire. This is something we recommend can be done (see recommendations).

These improvement opportunities are supported by spatial maps for each NCA and provide the data for the potential scale/area of improvement opportunity.

From these opportunities, the Advisory Board can consider how these may inform the establishment of local priorities for each NCA. In setting appropriate priorities, the Advisory Board will need to consider the multiple aims for land use in the county, and from this project we see the main ones are to:

- Provide a viable income/livelihood for farmers and other land managers.
- Avoid and eliminate negative environmental impacts, chiefly GHG emissions, diffuse water pollution.
- Assist meeting national climate targets (net zero) by increasing carbon sequestration wherever possible.
- Reverse biodiversity losses – in particular enhancing/protecting those habitats which are rare and native to various parts of Hampshire (e.g., chalk streams, species rich grassland, New Forest etc.).
- Maintain, modernise, and improve local access to the countryside for health and wellbeing.

Table S.1: Hampshire Downs: Example of Main Opportunities for Improving Natural Capital

Improvement Actions	Natural capital benefits that can be achieved	Measuring and valuing those benefits	Funding potential
Soil monitoring & planning, Greater uptake of sustainable farming methods, inc, Regen-agriculture, SFI soil options	Soil carbon sequestration: Increase SoC% on average by up to 2%.	Public: up to 450,000 tCO ₂ e sequestered/year or up to £120 million per year (2024 values) Private: Likely increase in productivity and improved resilience to drought	ELM: SFI and CS options Carbon Markets: Soil carbon market still emerging (indicative ~£20 million at current voluntary carbon prices)
Greater uptake of sustainable farming methods, inc Regen-agriculture Farm carbon audits and improvement planning	GHG emissions reduction: All farms improve emissions and shift NCA average halfway towards best emissions per unit output	Public: Up to 46,000 tCO ₂ e reduction per year or £6-13 million per year (2024 values) Private: May reduce costs, other actions may add cost or reduce output but should be small (not quantified)	ELM: SFI Supply chain assistance: indicative carbon value ~£2-4 million/year at current voluntary carbon prices
Nutrient planning, Greater uptake of sustainable farming methods, inc Regen-agriculture, SFI water quality options	Water quality improvement: Major reduction in nitrate leaching and all water bodies go up to good chemical status	Public: Avoided nitrate removal costs £3-10 million/year (Indicative - TBC with Water Co.s) Private: Wide variety of measures, precision fertiliser use will reduce costs (up to £2 million/year), others could add cost or reduce output but should be small	ELM: SFI and CS options Water Co Funding: more than £1 million Self-funding: Savings in fertiliser cost: up to £2 million
ELM CS options Woodland creation	Biodiversity: Habitat creation and restoration (see opportunity maps and habitat breakdown): In priority area (3,620 ha, 3% of NCA) Other areas (15,000 ha, 11% of NCA)	Public: 24,000 tCO ₂ e sequestered/year or £3-6 million per year (2024 values); Improved Test & Itchen SAC condition and surface water condition; Enhanced ecological network for species rich chalk grassland; Improved margins for wildlife on farmland Private: May be some timber and wood fuel income from woodland creation	ELM: CS options & landscape Recovery Woodland carbon credits: ~£1.2 million / yr at current voluntary carbon prices BNG credits: ~ £1 million /year Grant Funding: Public, Private, NGO, philanthropic

As mentioned above, the opportunities are aligned to general priorities established either by an NCA or a National Park. For example, see the Hampshire Downs below in Table S2.

* It is noted that the term regenerative agriculture is not clearly defined and can be off-putting to some. The use is continued for the purposes of this report on the understanding it refers to sustainable farming systems not polluting soil, water and wildlife and not producing excessive greenhouse gas emissions etc.

Table S.2: Hampshire Downs (NCA 130): Example of Priorities and corresponding opportunities

General Priorities	Specific Opportunities	Where
A. Restore and enhance fragile chalk soils	Monitor soils & create improvement plans	All Farmland
B. Reduce nitrate levels through environmentally sensitive farming operations	Create nutrient plan	In catchment sensitive zones
	Lower nitrate applications/ provide natural water quality features	
C. Reduce pollution entering rivers, water meadows, peat soils, mires and fens in the flood plains	Prevent soil erosion and use nature based solutions to improve water quality	In catchment sensitive zones
D. Protect, connect, enhance and expand key sites for nature	Species rich Grassland creation (focus on priority sites)	In priority zones (as per BD enhance opportunities map), but also other sites if suitable.
	Improve/restore water bodies (esp Chalk streams)	In Itchen & Test SSSIs
	Heathland creation (focus on priority sites)	In priority zones (as per BD enhance opportunities map), but also other sites if suitable.
	Wetland creation (focus on priority sites)	
	Woodland creation (focus on priority sites)	Where the network is extended
	New Hedgerow creation	
Nature sensitive farming	All Farmland	
E. Maintain access to the countryside for health and wellbeing	Create, maintain and improve public access	Improve network in scarce locations
F. Restoration and management, including grazing, of species-rich, seminatural chalk grassland to achieve favourable condition;	Species rich Grassland creation (focus on priority sites)	In priority zones (as per BD enhance opportunities map and forthcoming LNRS), but also other sites if suitable.
G. Extend semi natural species rich chalk grassland (to achieve LNRS)	Species rich Grassland creation (focus on priority sites)	In priority zones (as per BD enhance opportunities map, and forthcoming LNRS), but also other sites if suitable.
H. Protect and continue to manage Sites of Importance for Nature Conservation (SINCs)	As above in D	In SINCs

Strategic Business Planning Framework

effec have produced a strategic business planning framework which can be applied to each NCA. The purpose of this framework is to communicate the case for change (what needs to change, how and when), and to highlight the key management aspects that will require attention to facilitate the improvement priorities to come to fruition. The example below is for the Hampshire Downs NCA.

Improvement opportunities will only be adopted if there are adequate financing opportunities to fund them. There are a broad range of funding mechanisms available, including public funding (such as ELM scheme funding and grants), and emerging sources of private funding, such as carbon credits, Biodiversity funding and net gain credits, nutrient neutrality credits and Payments for other Ecosystem Services (PES) such as natural flood mitigation services. ES Table 2 (overleaf) illustrates what funding mechanisms are currently available (in green) and those that are emerging (in amber).

Hampshire Downs - National Character Area 130. Opportunities for the Strategic Business Planning Framework	
<p>Priority opportunities that are ecologically feasible, economically beneficial and has the potential to be funded:</p> <ul style="list-style-type: none"> • Soil carbon sequestration • GHG emission reduction • Water quality improvement (mainly through nutrient reduction) • Biodiversity habitat creation and restoration (targeted at priority areas) 	
<p>1. Drivers for Change (environmental, social, demographic etc.)</p> <ul style="list-style-type: none"> • Climate change - worsening drought and water stress/pressures, wildfire risks • Ongoing nitrate pollution to water environment Development pressures on wildlife/habitat and water quality (especially nitrates) • Population growth - space for recreation and well-being – moderate to low 	<p>5. Stakeholders (materially affected groups in a NCA and beyond whose support is needed to realise the potential opportunities)</p> <ul style="list-style-type: none"> • Convincing farmers/landowners is key to driving nature sensitive farming • Farm clusters (as aggregators for finance) vital for water quality improvement. • Clear guidance on ecological priorities (what to create and where) in the NCA
<p>2. Priorities for the NCA (as expressed by stakeholders)</p> <ul style="list-style-type: none"> • Restore and enhance fragile chalk soils • Reduce nitrate levels through environmentally sensitive farming operations • Reduce pollution entering rivers, water meadows, peat soils, mires and fens in the flood plains • Protect, connect, enhance and expand key sites for nature • Maintain access to the countryside for health and wellbeing 	<p>6. Risks - surrounding the success of the opportunities</p> <ul style="list-style-type: none"> • Soil sequestration is difficult to predict, and gains may be reversed. Understanding the saturation point of soils is key – greater soil monitoring and research is essential. • Extent to which voluntary carbon markets may expand is uncertain. Soil carbon has significant potential but has challenges. • Water quality funding to meet public water supply requirements may not be sufficient to improve the general water environment
<p>3. Timescales (for delivering priority actions and benefits)</p> <ul style="list-style-type: none"> • Nature sensitive farming uptake will be dependent upon availability of funding, knowledge and advice. Clear benefits case needs to be apparent. [10-20 years] • Participation in water schemes depends upon attractiveness of incentives. Also groundwater hydrology means it may take decades for nitrate levels to fall after measures implemented. • Habitat creation depends upon funding, advice & knowledge. Achievable in medium to long term (up to 50 years). 	<p>7. Key enablers (information, communication, support and delivery mechanisms including public and private finance)</p> <ul style="list-style-type: none"> • Advice & know how and to whom - Clear and agreed local priorities are communicated effectively • Access to finance - Aggregator vehicles to reduce transaction costs and make projects more fundable
<p>4. Costs (investment, ongoing maintenance and other costs)</p> <ul style="list-style-type: none"> • Significant investment in nature sensitive farming on ~ 100,000 ha of farmland (c 600 holdings) • Nutrient reduction measures in groundwater catchments (most of the NCA) • 3,000 ha of priority habitat creation (mainly chalk grassland and wetland in Test & Itchen) 	<p>8. Monitoring (measuring progress and success)</p> <ul style="list-style-type: none"> • Uptake of nature sensitive farming methods (% of land managed in this way) • Water quality measures (nitrate leaching balance to zero, improvement in WFD chemical status) • Area of new habitat created /restored by type (woodland, wetland, heath, grassland etc) • Maintain & enhance heritage assests

ES Table 2: Funding Instruments Potentially Available by Investment Opportunity

Opportunities	Grants	ELM			Ecosystem Service Markets						
	Private Grants	SFI	CS+	Landscape Recovery	Carbon	BNG Units	Other BD	Nutrient Neutrality	Nutrient Reduction	Other ^(c)	Other returns ^(d)
Re-gen Agriculture		Y	Y	Y					Y	Emerging	Y
Soil Sequestration	Y	Y			Emerging						Y
Supply chain support	Y									Emerging	Y
Woodland creation	Y		Y	Y	Y	Y	Emerging	Y			Y
Grassland creation	Y	Y	Y	Y		Y	Emerging			Emerging	
Heathland creation	Y	Y	Y	Y		Y	Emerging			Emerging	
Wetland creation	Y	Y	Y	Y		Y	Emerging	Y		Emerging	
BNG Credits						Y					
Hedgerow creation	Y	Y		Y	Emerging	Y					
Nutrient reduction	Y	Y	Y	Y				Y	Y	Emerging	Y
Current Funding (England)/year		£2,400 m			£5 m ^(b)	>£20 m	Unknown	Unknown	>£15 m?	Unknown	Unknown
Hampshire £'m/year		~£80 m ^(a)			>£1.8 m	~£1m	Unknown	~£10m	>£1.2 m	Unknown	Unknown

- a. Hampshire core NCA farm area is around 3.3% of England's utilised agricultural area and ELM funding is indicated as the England average (£273/ha).
- b. UK volume of woodland carbon code deals at average price in 2022, however this market can be expected to grow substantially over the next decade or so.
- c. Other emerging ecosystem markets include natural flood mitigation, and social prescribing.
- d. Other returns includes income and benefits that may be an ancillary benefit of an improvement, such as reduced fertiliser cost from nutrient reduction, or improved crop yields with increases in soil carbon.



20. Bringing It Together

What came out of creating NCA Land Management frameworks including researching all available Statutory and Advisory actions

This was a huge undertaking and formed the basis for the schedules of actions trialled within the prototype Land App tool in a targeted manner relevant to locality along with suggested priorities. This was found universally useful by those involved with the trial though some duplication and errors were found in the lists, the statutory action list (where clarity is not obvious) subsequently being reviewed and updated.

Our learnings from the exercise have led to recommendations for a single depository for all Statutory and Advisory actions as the inability to find them all in one place is a major obstacle to land managers.

Dividing these out under NCAs has proved to be an excellent way to immediately reduce the vast amount of actions to a manageable number, relevant only to the type of land one occupies.

Short NCA summaries are included in the appendices while the far larger documents will be retained by the project team should the background research and full action lists prove useful to Defra in further developing the Convenor.

What came out of Land App prototype build and trial

The toolkit is seen as having huge potential. Land App is already well established with the land management community and those already familiar with it found the trialling relatively easy compared to those trying it for the first time but the targeted dissemination of information made possible by the NCA approach, inclusion of actions from so many different sources and potential to apportion carbon values and funding streams to each, was seen as exciting innovation.

The argument for developing a universal technological tool is convincing when all the benefits of interactive mapping, tables, live updates and values can be input or delivered are considered. It would hugely assist a Convenor with local delivery and could also work with LNRS to target and monitor improvements. There is a need for better biodiversity data to be held. Historic environment data should be included.

It is understood that being a commercial product there are procurement considerations in promoting Land App per se, but theirs or a similar platform could be an important part of the delivery of ELMs.

Land App recommendations

1. Clarity is key - the structure of arm-length bodies is an essential framework for Defra to mobilise and scrutinise from itself. However, from a farmer's perspective, the more they can do to "sing off the same hymn sheet" (hugely apparent by the diversity and inaccessibility of the statutory obligations), the better.
2. Filtering the noise - we appreciate there is a huge amount for farmers to legally know and a huge amount we need them to deliver. The more we can do to "reduce noise" to the sector the better. Our method of communicating to farmers based on their location (thus avoiding people hearing about things not relevant to them) has begun to explore a whole new infrastructure. Knowing the farm boundary is an effective way of doing this.
3. LNRS and CSS - there is still a disconnect between what the "top-down" strategy is trying to deliver, and what the "bottom-up" farmer mindset is delivering. We must empower the farmers to deliver the LNRS in line with their farming businesses. And by treating the LNRS as a way of justifying certain CSS or SFI options in certain places, I am confident we can do both.
4. Access to Data - even within our trial, there is great data available that can support farmers in making good decisions, but it needs to be accessible. Consolidating all the research projects into actionable data for farmers will bring efficiencies to the whole. I will include a recommendation to the Board (and Defra!) on how the LNRS, and consultancy data that has been funded by the public purse (including the eftec / Environment Systems data) can be made actionable through a CSS Plus lens.

Role of Advice - all of the above IS COMPLICATED. There is still a massive need for the sector to empower a new generation of advisors, aware of the nuances of farming business and the local/national objectives. The more Defra can do to support advice / training the better. The CLA, NFU, FWAGs, Wildlife Trust, etc are up for the challenge, and we must find routes to catalyse this.

What came out of eftec Natural Capital Baseline and Business Plan

This is the first time a Natural Capital Baseline has been undertaken for Hampshire and covers 90% of the county, divided into 6 of the 10 NCAs. It offers data and mapping that can be shared and held by the county for LNRS, although their team are not yet in a position to endorse this. On a point of detail, the LNRS team also reflected that an assessment of pollinators would have been a useful addition. The baseline provides an understanding that will enable priorities and options for best improving the health of the land. The Business Plan framework sets out the opportunities of blended financial streams to assist this.

Findings noted the marked differences between the NCAs and how this can be useful for identifying manageable, focussed targets. However, a further level of detail is required in order for the baseline data, mapping and funding streams to be utilised by an individual landholder and to be integrated into the Land App toolkit.

There remains a lack of clarity in carbon markets and from Defra policy teams on stacking different offers. Carbon markets are in their infancy but this work could well assist in their development.

Lessons Learned by eftec

The outputs of this project have been set in the context of exploring how a convenor or advisory board approach could work to assess and set local priorities in a "joined-up way". The main purpose of such priorities is to guide public and private finance to action and priority opportunities for that local area.

A key purpose of the trial is to test this approach, document lessons learned and assess the extent to which this is transferable across the country.

Key learnings with regards to the benefits from nature and opportunities for improvement

- It is **possible to achieve major improvements** in restoring biodiversity, sequestering more carbon and reducing GHG emissions. Therefore, it is possible to address climate impacts, enhance recreation, and wellbeing, whilst sustaining food and timber provision and improving resilience to future climate change pressures.
- For Hampshire, **agriculture is, and will be key to preserving and improving the ecological, economic, and social wellbeing** and in supporting national and international goals. Other habitats and land uses are important too but given the scale of agriculture, and its scope for impact on nature, it is the most important land use.
- **Soil is key to supporting all the benefits from farmland.** Improving soil structure, carbon stock, and microbial health, not only underpins food production, water flow and water quality benefits, but can provide resilience to future pressures such as climate change. Hence building soil carbon, improving structure, and avoiding erosion and compaction are vital measures for sustaining the health of all soils.
- Land management practices and patterns of land use in the county have a significant impact on both the **quantity and quality of water** in the natural environment, hence are a major issue of environmental concern.
- **Recovery of biodiversity is important and the opportunities outlined in this report should be aligned with the emerging Local Nature Recovery Strategy (LNRS).** Our assessment of ecological opportunities included woodland, grassland, wetland, heath and various farmland features (hedgerows, field margins and riparian tree planting) which provide the greatest potential benefit for ecological connectivity. Whilst these target areas are

small, they provide a high level of ecological value, and at relatively low cost in terms of foregone output. These should align with the emerging LNRS

- **The benefits of public access to nature are very significant across all NCAs** even though relatively more important in some compared to others.

Key learning for the Test & Trial

- Land owners / managers ought to have access to information on the assets they have and what benefits they provide and who may be interested in paying for those benefits, before they make decisions about how to use their land and which benefits to sell.
- Decisions about public and private funding need information on what is (and can be) funded and what returns can be expected. Here, the former is natural capital assets (via the land use and land management actions) and the latter are many private and public benefits nature already provides and could provide more of if opportunities for improvement are implemented.
- While we are able to quantify and value the many benefits from nature, **financing potential is still emerging or unclear**. There is a big gap between the potential benefits and finance available to deliver them. This project helps address one key barrier and makes another more explicit, respectively:
 - Reducing uncertainty: Information presented here is intended to help both funders and land owners in gaining the same understanding about what is funded and what returns can be expected.
 - Clarity of objectives and making them reality: LNRSs identified priorities for local areas, which we used in our work. However, there is no statutory obligation for any organisation to produce strategy or implement it. This weakens the impetus behind using the kind of information we produced for funding decisions.
- The priorities for funding needs to be supported by the involvement of the relevant stakeholders, which is why the composition of this Board and what it can do with this information is important – more lessons on this will emerge before the end of the project.
- Finally, necessary time and resources should be given to enable different stakeholders to familiarise themselves with the information and language from different approaches. There is a tendency to underestimate the time needed for the information to be internalised. However, without that time, we risk selecting wrong priorities and wasting even more time, money, and more importantly, natural (and social) capital.

Conclusions from eftec

- The Advisory Board can't make decisions on behalf of landowners / managers, but it can lead the way and empower landowners to understand the most significant and important improvements to make in the management of their land - information is power.
- Natural accounting approach brings together ecological, economic and financial information together to show the multiple benefits of nature, provide opportunities for improvement and likely sources of funding. This trio of information is what landowners need to make better decisions.
- The approach adopted in this project is most useful in:
 - Identifying and quantifying the local nature improvement priorities
 - Potential sources and scale of private investment in natural capital – in particular with potential scale of biodiversity net gain, carbon sequestration opportunities (woodland, hedgerow, soil and wetlands) and water quality improvements.

What came out of individual consultations – farmers, visits, protected landscapes

The idea of a County Convenor, respecting the primacy of the protected landscapes authorities for those areas but utilising NCAs as the delineator of management priorities has only been met with positive response.

The development of a natural capital baseline and then potential business framework that can assist in targeting, funding and delivering improvement has only met with positive response.

The trialling of a tool that can gather and disseminate all this information in one place and enable the landholder to choose options that best suit them has also only met with positive response.

What came out of the Board's consideration of a permanent Convenor

The project team feels the Convenor model could work very well as a permanent hub for delivery of ELMs (and potentially LNRS). This has been for the Board to discuss and some recommendations are made in the next section for discussion on how the Convenor could operate and be supported. It would require a lot of proactive energy from all members and clearly it is an issue from many with ability to commit time.

It is suggested that the Chair remain an independent position from the 3 sectors represented on the Board and continues not to have voting rights.

The project team suggest that it would be beneficial if the protected landscapes could be offered representation among the executive officers since they would value the communication. RPA should provide attendance, as they were invited for the T&T and their absence did hinder the project in a number of ways. Their database of farmers would have helped considerably in reaching out for consultation and their mapping would have been helpful. Questions on blended finance opportunities and clarity on the potential for stacking would have been useful dialogue. If the Convenor is to be successful in delivery of ELMs it will require this interaction.

21. Recommendations for a permanent Convenor

With a view to the potential establishment of a permanent Convenor, the Board were as previously set out, invited to discuss the County Convenor model around 8 initially suggested items:

- Inter-relationships including ALBs/protected landscapes/Local Authorities
- Potential to take forward Convenor as a method for delivery and governance
- Convenor relationship to the farming community and their advisors
- Technical officer and administrative support
- Support and host Website/Land App tool/research/advice/monitoring
- Privacy issues/sharing data
- Funding
- Possible Application to extend T&T project

Discussion took place at the 1st May Board meeting further to a paper on the convener model circulated by the project director the week before. This contained the suggestion for the convener to continue as a permanent arrangement and carried forward the phase one T&T's suggestion for a technical officer to support it, along with a website and the further development of the toolkit to allow rollout for use across all the county's NCAs. This would need a finer grain of detail that would allow the natural capital baseline and mixed funding streams to be articulated on a land holding, farm by farm basis and every action attributed a value in both financial and environmental terms. This document has been updated with budget costs as document 3 alongside this report.

The mood of the 1st May Board was remarkably positive about the convener T&T experience and there was a unanimous show of hands in support of continuity of it as a permanent arrangement.

The potential of the collaborative approach between all sectors of land management was again borne out, as it had been during the project's research and consultations. 'Joined up thinking' is urgently needed and the provision of a conduit between Defra and the farmer welcomed.

The potential for LNRS to be delivered alongside ELMs was anticipated at the outset of the project and the convener could form a central role in delivery of the 30:30 government policy.

A clear remit and constitution will need to be developed and the target audience, relationships to other groups (including existing ones already set up by Defra at regional level), organisations and authorities agreed and set out.

Helpful input was given around the table both at the meeting and in comments received thereafter and a bullet point summary of these includes:

- Define a scope; perhaps farming, forestry, nature conservation and public access to nature; and confined to strategic land use both in terms of setting priorities and monitoring outcomes.
- Agree a strategy for engagement; the T&T has successfully trialled a prototype toolkit that would be worthy of development but there are other options and aspects to be explored in order to reach out fully.
- Agree governance; terms of reference will need to be developed and reviewed once underway, including membership, meetings, voting rights (it might be inappropriate for NFU and CLA to vote on matters that would be construed as influencing the amount of public funds that flow through to their members, say) and it may be worth considering a Board underpinned by a forum that would allow for wider ranging discussions and greater engagement with the farming community without enlarging the Board to a point decision-making becomes obstructed.

- Value should not be confused with revenue. Social and environmental values should be balanced with those which are economic. The Board should reflect the benefits of all its constituents and that can only be done if values are discussed. This project has set out to define opportunities that are ecologically sensible, economically beneficial, aligned to local priorities and fundable. The Board should not lead its discussions or opinions with revenue. Landowners can do that.
- While all members indicated they would support the continuation of the Board there was concern among several on how much time resource they would be able to give. This appeared to be particularly evident with the local authorities and was articulated by one of them. There were also concerns that if conveners were to be rolled out for every County, regional representatives would be involved in many more. This is a very real issue needing resolution and no doubt requiring funding. In the short term however, there appears to be support from Board members and executive officers to continue to give limited time to assist the convener to establish and continue on the basis all of their organisations will benefit from it. Hampshire County Council indicated at the 30th of April meeting that they could supply the venue for in-person meetings and are prepared to hold the data produced by the project.
- Some budget costs for elements likely to be required in establishing a permanent convener are provided in document 3 accompanying this report but it should be understood that these are indicative only and that more comprehensive scopes and tendering procedures would need to be undergone to arrive at finite figures.
- Potential funding streams would be a next step following completion of the T&T should the Board wish to continue. Defra indicated that they would be unable to be in a position to finance this but could consider certain elements such as reporting on an initial period of convener trialing its permanent establishment. Local Enterprise Partnership (LEP) funding was suggested as a potential source, as was the Future Farm Resilience Fund which supports the successful Wight Rural Hub on the Isle of Wight, a 'one-stop shop' for all events, publicity, advisory services, Defra updates and grant advice.

It is very much hoped that the enthusiasm and momentum established with this T&T will be maintained by Board members in exploring the continuation of the Hampshire convener as a permanent arrangement and that in turn, Defra see this as an exemplar for the rest of the country. Recommendations are made in the executive summary at the beginning of this document and these summarise the Board's thoughts at conclusion of the project. The continuation of the County convener is central to them.

22. Credits

The chair, all Board members and the executive officers for this Test and Trial are thanked for their attendance and inputs. Members representing CLA, NFU, The Water Boards and Officers representing the Forestry Commission and Natural England have been particularly helpful with information and advice throughout the project.

Hampshire County Council are thanked for providing the venue for the second Board meeting, the conduit to Nicky Court and the LNRS team programme, data and consultations; presentations to Damian Hinds MP and Council leader Rod Humby.

Furthermore the project team would like to thank;

All those who gave their valuable time to participate in the trialling of the prototype toolkit. The feedback has been central to the project's findings.

Penny Stokes for partaking in and commenting so fully on the toolkit trial and subsequently trawling through our huge amount of data concerning Statutory Policies and refining it to a list that while pending legal advice, is far more accurate and concise than the draft schedule used in the consultation.

Jack White for allowing the project director to sit with him and observe the trialling of neighbour Andrew Snow's Rothercombe Farm first hand.

Individual visits and meetings with farmers and land managers included Peveril Bruce, Nick Cooper, Chris Reynell, Rob Iddeson, Lizzie Grayshon, Nick Stallard, Rob and Thommo Shepherd, Martin Button, Rupert Brewer, Hampshire and Isle of Wight Wildlife Trust. These all gave valuable insights and were much appreciated.

Nearly all LNRS Consultations were attended by the project team. Agroforestry, Anerobic Digester/Biofuel and BNG training events and demonstrations were attended along with visits to Iford, Knepp and Cholderton estates.

Presentation was given to the Hampshire Local Nature Partnership.

The protected landscapes were all consulted and our thanks go to Paul Walton, Bruce Fowkes, Henry Oliver, Linda Nunn and Richard Austin for the meetings that were specifically arranged.

