



CAMPAIGN FOR THE FARMED ENVIRONMENT

**ANNUAL REPORT
(JULY 2011)**

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1. EXECUTIVE SUMMARY

Marking two years since the Campaign for the Farmed Environment (CFE) was announced as the preferred option to retain and exceed the environmental benefits formerly provided by set-aside land, this second annual report highlights progress, emerging issues and challenges.

This report demonstrates that over the last year the CFE has built on its profile, through considered communications activities designed to encourage engagement and overcome barriers that are preventing farmers and land managers from supporting the Campaign. Whilst there have been challenges and issues to address during this period, the partnership have worked together to seek solutions to practical issues for farmers and develop positive messaging to help the audience understand their role in helping the CFE succeed.

Progress is being made towards meeting the key targets as detailed in the Memorandum of Understanding. Whilst considering the importance of retaining the baseline of key target options in ELS, the CFE is now 63 percent of the way to achieving the 80 000 hectare final target, and 27 percent above the 2009 baseline of 39 671 hectares. A key issue that has been identified is the impact of the removal of EG5 from ELS. This option forms a significant part of the baseline and can be replaced by a significantly lower area of key target options which resultantly has an impact on the baseline.

The uptake of key options identified in the new HLS target has increased by 142 percent. In addition, despite uncertainties and the not insignificant changes to the new payment cycle for ELS agreement holders announced last summer (as a result of the changes implemented from the Commission Audit) approximately 68 percent of UAA remains under stewardship.

The revised ongoing monitoring survey of 2011 broadly indicates an increased area of land under voluntary management of 188 805 hectares. However, this is not a reflection of land currently meeting the essential management requirements for the CFE voluntary measures. In addition, the EMG is aware there are issues of comparability between survey years and are working on proposals to address this that will be discussed by the Steering Group later this year. The target to increase uncropped land is proving to be a challenge and the figure for 2011 will be available next month.

Key industry partners have established a binding national partnership which is replicated at the county level, to focus on improving the delivery of environmental outcomes on farms. The partners at a national and local level have worked collaboratively to support the delivery of advisory and communication messages, which are consistent and easy for farmers and managers to understand. New communications tools have been developed over the last year and existing tools, including the CFE website and online record for voluntary measures, have been updated. The Campaign has continued to attract unprecedented industry, national and regional media coverage during this period. Local activity in the key target counties has seen almost 8000 farmers and advisers attending events, workshops and conferences during the last twelve months. Targeted communications have also played a key role in awareness raising and delivery of key messages, including encouraging completion of the Defra ongoing monitoring survey.

Looking ahead, the governance groups will work collaboratively to develop communications around increasing the quality of voluntary measures, assessing the potential of the CFE to delivery environmental outcomes and developing ideas around what the CFE has achieved in the broader sense. Consistent communications activity and advice in this final twelve months will be vital to the success of the CFE by June 2012. Addressing farmers concerns about engaging with the Campaign will be essential against the backdrop of uncertainty regarding the on-going CAP negotiations and the transition to the new Rural Development Programme in 2014. The Campaign has made some notable progress this year – but there is a major effort required in this final year if it is to reach its targets

2. INTRODUCTION

In July 2009 the CFE was announced as being the preferred option to retain and exceed the environmental benefits provided by former set-aside. The partnership includes the NFU, CLA, FWAG, LEAF, GWCT, AIC, AICC, CAAV, RSPB, Defra and its agencies; Natural England and the Environment Agency. The partners are represented on the CFE governance groups, as detailed in Annex 1.

The Campaign is a national initiative with local personality (delivery) and it was officially launched in November 2009. Local Liaison Groups (LLGs) with their own county priorities have been established in 23 key target arable counties as shown in Annex 2. These groups cover 75 per cent of former set-aside land.

This annual report highlights progress, emerging issues and challenges that have been addressed over the last twelve months and its looks ahead at what the partnership can deliver in the final year of the CFE.

3. PROGRESS AGAINST THE CFE TARGETS

Since the introduction of the CFE, the Evidence and Monitoring group has worked closely with Defra to identify and develop a range of surveying methods to best evaluate progress against the Campaign's targets, as detailed in the Memorandum of Understanding (MOU). This section of the report highlights progress against the Campaign's targets and the issues around the monitoring and reporting of these targets (Table 1). Following this, each sub-section looks at each target separately, to provide an overview of progress and any issues with monitoring or recording.

Table 1 Progress against Campaign targets as detailed in the MOU.

Target	Source	Baseline (ha)	2012 target (ha)	Interim target (ha)	Latest figure (ha)
To help achieve Natural England's target of 70% of farmland within an agri-environment agreement by March 2011	Natural England	67 per cent	70 percent	67.59 percent	67.59 percent (July 2011)
To double the current uptake of key target options in ELS	Natural England	39 671	80 000	72 833	50 473 (July 2011)
To double the uptake of 'more of the same' options in HLS	Natural England	8400	16 800		20 297 (July 2011)
To double the uptake of ELS options EE9 and EE10 (6m buffer strips next to watercourses)	Natural England	4880	9760	8240 (by July 2011)	2805 (July 2011)
To retain and increase the area of uncropped land from the 1 January 2008 baseline by 20 000ha	Annual Defra June Agricultural Census	159 000	179 000	179 000 (by June 2010)	152 000 (June 2010)

To increase the area of land managed voluntarily by 30 000ha above current levels	Defra ongoing monitoring survey and field verification visits	158 709 ha	188 709 ha	171 000 (by February 2011)	188 805ha (February 2011) This figure is under review by the Evidence and Monitoring Group
To promote participation in the Campaign by those farmers outside agri-environment agreements	Defra ongoing monitoring survey	157 355ha	60%	40 per cent by June 2011	17 per cent of survey respondents joined ELS because of the Campaign
To seek to improve the environmental management of at least one third of the uncropped land	Defra ongoing monitoring survey	53 000 ha	59 600 ha	56 000 ha	This target is under review by the Evidence and Monitoring Group
To encourage farmers and land managers to take up voluntary measures which have the greatest environmental value	Local Liaison Groups and ETIP targeting information				

3.1 Participation in AES

The CFE has a target to help achieve Natural England's target of 70 percent of utilisable agricultural area within an agri-environment agreement by March 2011. This figure fluctuates on a monthly basis due to agreements expiring and delays in renewals; as of 1 July 2011 this figure is 67.59 per cent. The ongoing monitoring survey results (February 2011) show that 61 percent of respondents were in ELS and 61 per cent of this subset stated that they joined (17 percent) or renewed (44 percent) their agreement in direction response to the Campaign.

3.2 Key target option uptake in ELS

Whilst considering the importance of retaining the baseline of key target options in ELS, the CFE is now 63 percent of way to achieving the 80 000 hectare final target, and 27 percent above the baseline of 39 671 hectares. Advice to farmers has encouraged a more balanced uptake of options and has encouraged them to get one third of their agreement points from key target options. However, there are a proportion of farmers who have renewed during the lifetime of the Campaign and now would like the opportunity to improve the quality of their agreements by amending them to including a greater area of key target options.

Uptake across the key target counties for key target option uptake is varied and monthly analysis of the data provided by Natural England has revealed some key findings. Of particular note is the

area of land under key target options which has been greatly impacted by the loss of EG5 (brassica fodder crops followed by over-wintered stubbles and a large area option). The option contributed 7001 ha to the baseline in July 2009 and has slipped to 2943ha in July 2011. The issue is that farmers can replace their EG5 points (90 points/ha) with a smaller area of other key target options at a ratio of 4.44 ha EG5/1 ha key target options. This option was particularly popular in Yorkshire, Hampshire and Wiltshire where smaller areas of land appear to have been put into key target options. More specifically, this has greatly impacted uptake of key target options in North Yorkshire, where there has been a significant drop in physical area from 640 ha to 194 ha by 1 July 2011.

The uptake of wild bird mixes has increased from 5,081ha in July 2009 to 6,721ha July 2011 which is a 30 percent increase in option area on farm. For pollen and nectar mixes the area under these options has also increased from 2,178ha in July 2009 to 2,974ha July 2011, which equates to a 37 percent increase by area on farm. The more complex key target in-field options of Unfertilised cereal headlands within arable fields (EF9), GWCT un-harvested cereal headlands (EF10) and Uncropped, cultivated margins (EF11) continue to drop below the 2009 baseline.

Analysis of option uptake across the key target counties also shows the effect of the CFE where there is a concentration of resources in predominantly arable counties, where the CFE is most relevant, including local coordination and funded communications activities. For example in East Anglia where the CFE has a strong focus, over 65 percent of agreements contain key target options.

3.3 Option uptake in HLS

The CFE has a target to double HLS 'more of the same' option uptake from the July 2009 base line of 8400ha by June 2012. As of 1 July 2011 the uptake of these options in HLS has increased by 142 percent. This figure is unlikely to significantly increase since Natural England will be making less use of these options under their advice activities.

3.4 Uptake of ELS buffers

The target for the CFE is to increase the uptake of 6 metre buffer strips next to water courses (EE9 and EE10) to 8240ha by June 2011. The uptake as of June 2011 is 2805 ha, which is a 34 percent increase toward the target.

The CFE and other advice streams are advising farmers and the advisory community that these new buffer strip options are available and are asking farmers to ensure they choose the right option code. Advice packages are also promoting these options as part of balanced ELS agreements.

Based on anecdotal evidence it appears that farmers are choosing the wrong option code when renewing their agreement. This miscoding of 6m buffer strips against watercourses has been discussed by the Evidence and Monitoring Group in detail. Natural England have let a contract to assess the quality of ELS options and as part of that will seek to ground truth whether the wrong code has been used and to advise if there is an under-recording issue.

Uncropped land

The latest figure for the area of uncropped land will be available on the 11 August 2011. The Defra February ongoing monitoring survey provides an initial indication that this figure has fallen to 130,374ha, which is 27,000ha below the final target. The target to retain and increase the area of uncropped land is proving to be a challenge. This data is inherently variable, reflecting weather and cropping decisions as influenced by markets.

3.5 Voluntary management

The Defra February ongoing monitoring survey (2011) has collected data on unpaid environmental management reported as - 'within the Campaign and fully meeting essential management requirements' and 'outside the Campaign and fully meeting or closely resembling essential

management requirements'. This data is not directly comparable to the 2010 or baseline survey due to changes made to the wording of the ongoing monitoring survey sent out to 5500 farmers annually in February.

When the Evidence and Monitoring Group worked with Defra to produce the 2010 survey, the wording was amended from the baseline survey to take account of the newly produced voluntary measures guide, particularly focusing on management being undertaken as part of the CFE. In doing so, this inadvertently failed to capture the ongoing voluntary environmental management being undertaken by farmers and land managers outside of the CFE and hence forming the baseline. The Evidence and Monitoring Group sought to rectify this issue in the 2011 postal survey and the results were available in May 2011. The revised survey format in 2011 has helped farmers' record voluntary environmental management on farm, but the perverse effect of this development of the survey is that it has introduced a degree of incomparability between survey years and the baseline.

To address the issue of incomparability a sub-group of the Evidence and Monitoring Group was set up in March 2011 to explore ways of improving the robustness of the evidence base, particularly on what is being delivered by the more common voluntary measures that account for a significant proportion of management that counts towards the CFE. This group proposed that the FERA field verification work is scaled up and discussions around the appropriate method are still ongoing within the Evidence and Monitoring Group. Adjusting the baseline for voluntary measures is also being examined as a remit of this sub-group to try and overcome the issue of non-comparability. The proposals from the sub-group will initially be discussed by the full Evidence and Monitoring Group before being considered by the Steering Group.

The FERA field verification work in 2010 and 2011 has evaluated the accuracy of returns to the survey on a sample of farms where land within the Campaign has been declared. The proportion of features that were correctly reported as meeting the essential management requirements (red box) was 46 percent in 2010 and 45 percent in 2011, though on an area basis this was only 34 percent in 2011. This year the existing FERA telephone survey has been strengthened to see if the management that is declared outside of the CFE is in fact compliant with essential management requirements of the voluntary measures.

Whilst the FERA field verification survey examines in detail land declared within the Campaign, significantly more voluntarily managed land is declared as being 'outside' the CFE. Anecdotally, industry partners and Local Campaign Coordinators (LCCs) have heard from farmers who are concerned about declaring their management as part of the CFE for fear of non-compliance with the essential requirements of the voluntary measures. Often these farmers were concerned that penalties may be attached for not fulfilling essential requirements, despite the CFE making efforts to reassure them that this is not the case. FERA telephone surveys to farmers declaring management outside of the CFE have indicated that a significant proportion of this land may be red box-compliant, but on-site evaluations are required. Opportunities to adjust management to increase environmental delivery by achieving red box compliance for land both within and outside the Campaign are central to the CFE's communication strategy for the next quarter.

3.6 Remaining targets

To promote participation in the Campaign by those farmers outside agri-environment agreements

The results of the February 2010 survey suggested that around 23 percent of farmers who are not in an agri-environment scheme have already taken some form of action under the Campaign.

To seek to improve the environmental management of at least one third of the uncropped land

It has been discussed by the sub-group of the Evidence and Monitoring Group that the total area of voluntary management that fully or closely meets the essential requirements of uncropped

voluntary measures (C1, C2, C3, C5, C6, C8, C9, C10, C12 and C13) provides improved environmental management over uncropped land. This proposal will be signed off by the full Evidence and Monitoring Group by the end of July 2011.

To encourage farmers and land managers to take up voluntary measures which have the greatest environmental value.

Greatest environmental value is best achieved locally by following identified local priorities. LLGs have set their advice and delivery priorities using local ETIP and priority targeting.

3.7 Changing attitudes and behaviour

The Defra ongoing monitoring survey (February 2011) had a 67 percent return rate which is a good response to an official survey. It found that 90 per cent of holdings had an understanding of the CFE. When asked whether they agreed or disagreed with the aims and approach of the Campaign, only 2 percent of respondents disagreed with the aims and 4 per cent with the approaches, which is consistent with the 2010 survey. Of the respondents in ELS, 61 per cent reported they had either joined (17 percent) or renewed (44 percent) in response to the Campaign. In summary, there have been significant improvements in attitudes to and knowledge about the CFE, compared with 2010. However, 79 percent of a sub-sample of 794 farmers said they will not take action to support the CFE. Almost half of these farmers claim this is because they are already doing enough for the environment.

A recent report (May 2010) researching the impact of ETIP advice reveals variations in Campaign awareness and impact according to farm characteristics. It shows there are significant interactions between the awareness of the CFE and farm type; with cereal farms and mixed farms more likely than expected to state that they were aware of the Campaign, which is to be expected as the CFE is focused on encouraging the greatest engagement with arable farmers. There was a tendency for cereal farms to be more likely than other farm types to state that the Campaign had influenced their choice of ELS options. There were also significant interactions between the awareness of the CFE and farm size; with farms of less than 100 hectares being more likely than expected to state that they were aware of the initiative. There were further interactions between farm size and the influence of the Campaign; with farms over 250 hectares more likely to state that they were influenced in their uptake of ELS options.

FERA's interim report (June 2011) of the field work to verify the ongoing monitoring survey results of 2011 reinforces that support for the CFE remains high. Several of the farmers visited as part of the field work expressed concerns that a small number of farmers were contributing to voluntary measures, whilst the majority were contributing nothing. Overall, there has been an increased awareness of the aims and requirements of the Campaign over the past year. However, confusion remains amongst some about the interaction with Environmental Stewardship (ES), with a small number of those interviewed considering that participation in ES constitutes sufficient contribution to the CFE and a wider view that the Campaign should be targeted at those farmers not in an agri-environment scheme (AES).

4. COMMUNICATIONS

Over the last twelve months the CFE governance groups have informed the updating of key communication messages for the Campaign at quarterly intervals. The Programme Manager has led on the delivery of the national media calendar and has continued to utilise a range of communication channels to promote the CFE and its key messages.

4.1 Engaging with the media

Since the CFE launched in 2009, the partners have reported that the initiative has attracted significant coverage in the press. One of the highlights over the past year has been the feature broadcast on Meridian East where a beacon farmer from the south east was filmed talking about his involvement in the Campaign. The Programme Manager has also worked with the LCCs to

secure at least a double page spread of in-kind coverage in Farmers Weekly on a monthly basis, designed to engage with farmers and advisers.

The Programme Office has recently calculated the Advertising Equivalency Value (AEV) for coverage of the CFE that has been recorded since the launch in November 2009. To date the AEV for trade, national and regional coverage is £0.7 million and including broadcast this figure is in excess of £1 million. The coverage of the CFE over the last year is summarised in Annex 4.

4.2 E-communications

Over the last twelve months the CFE website has been developed to provide farmers, advisers and wider industry parties with the information that they require as easily as possible. The advice area has been expanded to include a comprehensive range of advice tools and the map for activities in key target counties has been modified so that it is easier to navigate. In June 2011 the online record for voluntary measures was re-launched to provide all farmers with the opportunity to record voluntary management that counts towards the CFE. Hits (page impressions) to the CFE website peaked in February 2011 (Annex 4), followed by a lull in activity over the past few months as the key target audience are engaged with fieldwork.

The online record for voluntary measures was initially available from October – January 2010. In June 2011 it was re-launched to provide all farmers and land managers with the facility to record their voluntary measures using a simple tool. To date over 100 respondents have completed the survey and an initial analysis of the results will be available in September. This will add to evidence about the impact which the Campaign is having on farmers' behaviour.

The monthly CFE e-newsletter has increased in popularity and is now distributed to 657 subscribers. This e-communication promotes activities and events on the ground. It also highlights incentives including the CFE on farm signs, sponsored by Syngenta. Since November 2009, over 7000 signs have been distributed to farmers supporting the Campaign across England.

4.3 Events

Over the last year the CFE has had a strong presence, facilitated by the Programme Manager, at a range of technical, farm machinery and country sports shows including the CLA Game Fair (July 2010), Tillage (September 2010) and Lamma (January 2011). More recently the CFE had an interactive advice area at Cereals (June 2011) which consisted of four advice stands based around the themes of the Campaign. The highlights of the CFE area were the joined up activity with the Voluntary Initiative (VI) on the resource protection stand and the visit from the Minister of State for Agriculture and Food, to the area where he met beacon farmers and partner representatives. 150 farmers and advisers took part in the CFE trail which was allocated two BASIS points. Industry supporters across the event also promoted the CFE including Grow How, Kings Game Cover and Conservation Crops, HGCA, Hutchinsons and Warburtons; the latter sponsored hospitality in the CFE area.

At the end of July 2011, the CFE will have a presence at the CLA Game Fair. Advice and information will help game keepers plan how they will support the CFE in the final year. A supportive farmer has also grown a large demonstration plot which provides a visual representation of how environmental management can sit alongside productive agriculture. There will also be a continuing professional development (CPD) activity at this event too.

4.4 Partner and wider industry activities

The CFE partners and wider industry have promoted the initiative at events (as detailed in Annex 4) and in a wide range of digital and print publications over the last twelve months including member magazines, e-briefs and journals. Promotional activity by wider industry is also summarised in Annex 4.

4.5 Local activities

Over the last year Local Campaign Coordinators (LCCs) have used a range of tools to engage with farmers and advisers across the key target counties. LCCs, partner leads and farmer chairs gathered together at an annual meeting in January 2011 and by March 2011 each of the LLGs developed a local activity and communications plan specific to each target county. LCCs have organised CFE events or had a significant presence at partner and wider industry events that have reached 7780 farmers and advisers. Local activity is detailed in Annex 4.

In summary, local coordinators have focused on piggy-backing on relevant partner and wider industry events to offer advice about the CFE which are detailed in Annex 4. In some of the key target counties CFE advice clinics have been organised to provide one to one advice on ELS renewals and management through voluntary measures. Local coordinators are also delivering information direct to farmers through letters from farmer chairs and postcards containing key messages to increase engagement. Defra funding has been vital in delivering activities in the key target counties.

5. LOOKING AHEAD

Following the recommendations from the recent fieldwork the CFE partners share a commitment to use communications and advice to address key issues so that when the field work reports in 2012 progress is evident.

Voluntary Measures: Communications over the next six months will focus on increasing the quality of voluntary measures and promoting compliance with the essential requirements. Farmers and land managers will also be encouraged to declare all land that meets the essential requirements in the 2012 ongoing monitoring survey as this has been identified as an issue in this year's field work. It will also be communicated that they will not be penalised if their management does not comply with the essential requirement as this has been identified by the partners as an issue. Communications and advice will also target farmers and land managers who have not yet put in place voluntary measures or have been in place similar management that can be tweaked to comply with red box requirements.

Key target options in ELS: With regards to communications around supporting the CFE through key target option uptake in ELS, the partnership will promote the clarified position on transitional arrangements for ELS agreement holders into the next Rural Development Programme. Defra have recently confirmed that only ELS agreements *starting on or after the 1 January 2012* will be required to include a revision clause, so that they can be amended as necessary to meet any new requirements in the next programme. Agreement holders will have the choice to accept the revisions or exit the agreement without penalty. This means ELS agreements which start before the end of 2011 will be able to continue into the next programme unamended, *unless* agreements need to be brought in line with any CAP greening requirements and/or changes to cross compliance. The partnership will promote that in this last year farmers and land managers wishing to support the CFE may wish to renew or join ELS. Alternatively, the Campaign voluntary measures provide a flexible way to manage marginal areas of land to benefit farm businesses, whilst at the same time providing habitat for wildlife, as well as protecting watercourses.

Environmental outcomes: The work of the sub-group on environmental outcomes will report to the full Evidence and Monitoring Group shortly with a rationale for assessing the potential environmental outcomes that the CFE will have delivered within its relatively short life span. The proposal is to use the FERA field evaluations of habitat quality; statistical robustness of this data is currently being studied.

Broader messaging: Based on recommendations from the Delivery and Evidence and Monitoring Groups, the Steering Group will consider what the CFE has achieved in a broader sense, outside the confines of the targets and they will continue to work with Defra to solve policy level issues

around the next Rural Development Programme and developments relating to CAP greening measures as they emerge.

6. CONCLUSION

This annual report demonstrates that over the last twelve months the CFE has built on its profile through considered communications activities designed to encourage engagement and overcome barriers that are preventing farmers and land managers from supporting the Campaign. Whilst there have been challenges and issues to address during this period, the partnership have worked together to seek solutions to practical issues for farmers and develop positive messaging to help the audience understand their role in helping the CFE succeed.

The partners at a national and local level will continue to work collaboratively and with wider industry to address key issues around increasing the quality of voluntary measures, encouraging farmers to declare their voluntary management and promoting seasonal management practices using case studies for key target options in ELS and Campaign voluntary measures.

At a national level, the Delivery Group and Steering Group will keep a close eye on developments with regards to CAP greening requirements and/or changes to cross compliance, as these issues directly impact farmers and land managers who are supporting the CFE or considering the prospect. The Evidence and Monitoring Group will strive to address issues around recording and monitoring and continue with their efforts to broadly assess the potential of the CFE to deliver environmental outcomes.

Funding from Defra and significant resource from the partnership has been vital in the delivering the CFE in the last year. During this final year, the LLGs, with a reduced budget for communications, will consider and develop creative ways to engage with farmers. Local activity will focus on piggy-backing on a range of partner and wider industry events and communications from beacon farmers in attempt to exert peer pressure on those farmers who have so far not supported the CFE.

Consistent communications activity and advice in this final twelve months will be vital for the CFE to be a success by June 2012. There is diminishing time available for farmers to adopt management practices or tweak their existing management to support the CFE in meeting its targets. Therefore, the CFE partnership will continue to develop relationships with the media and wider industry to extend its reach even further and strengthen messaging.

ANNEX 1 – membership of the governance groups

Steering Group membership:

Member	Organisation
Peter Kendall (joint Chair)	President NFU
William Worsley (joint Chair)	President CLA
Andrew Clark	NFU
Corrina Gibbs	CFE Programme Manager
Gareth Morgan	RSPB
Caroline Drummond	LEAF
Alistair Leake	GWCT
Alice De Soer	CAAV
Andy Turner	Environment Agency
David Caffall	AIC
Claire Collyer	CLA
Jim Smyllie	Natural England
Andy Ormiston	FWAG
Lee McDonnough	Defra
Alan Darcy	Defra
Andrew Watson	AICC
Jim Egan	Chair of Delivery Group
Jon Marshall	Chair of Evidence and Monitoring Group

Membership of the Evidence and Monitoring Group:

Member	Organisation
Jon Marshall (Chair)	Marshall Agroecology
Corrina Gibbs	CFE Programme Manager
Andrea Graham	NFU
Claire Collyer	CLA
James Davies	Environment Agency
Will Peach/Louise Cavender	RSPB
Jim Egan	FWAG
Iain Glasgow	Defra
Andrew Morris	Defra
Mike Green	Natural England
Peter Thompson	GWCT
Nigel Boatman	FERA
David Fernall	Defra
Georgianne Griffiths	Defra
Gavin Siriwardena	BTO
Ian Woodhurst	Wildlife Link

Membership of the Delivery Group:

Member	Organisation
Jim Egan (Chair)	FWAG
Corrina Gibbs	CFE Programme Manager
Andrea Graham	NFU
Claire Collyer	CLA
James Davies	Environment Agency
Hazel Doonan	AIC
Caroline Drummond	LEAF
Michael Woodhouse	Natural England
Alice De Soer	CAAV
Alex Butler	GWCT
Alan Darcy	Defra
Andrew Watson	AICC
Iain Glasgow/Andrew Morris	Defra
Louise Cavender	RSPB
Jon Marshall	Chair, E&M Group

Membership of the Communications sub- group:

Member	Organisation
Jim Egan/Andrea Graham/Claire Collyer (Chair)	FWAG/NFU/CLA
Corrina Gibbs	CFE Programme Manager
Mike Thomas	NFU
Lisa Barker	CLA
James Davies	Environment Agency
Geoff Dodgson	AIC
Justine Hards	LEAF
Alex Adams	Natural England
Alice DeSoer	CAAV
Morag Walker	GWCT
Chris Weeks	Defra
Andrew Watson	AICC
Nik Shelton	RSPB

ANNEX 2: List of key target counties

County	Area of arable (hectares)	Percentage cropped
Lincolnshire	392000	77
Norfolk	284000	68
North Yorkshire	218000	36
Humberside/East Yorkshire	212000	76
Suffolk	206000	69
Cambridgeshire	192000	78
Essex	176000	71
Hertfordshire	60000	62
Bedfordshire	59000	70
Kent	117000	50
Wiltshire	109000	42
Hampshire	108000	49
Northants	107000	58
Oxfordshire	103000	53
Leicestershire	100000	50
Nottinghamshire	99000	67
Gloucestershire	79000	38
Warwickshire	77000	51
Buckinghamshire	43000	39
South Yorkshire	40000	49
Berkshire	33000	48
Dorset	65000	32

ANNEX 3: Targets

ELS and HLS option uptake

Option	CFE Report	Jul-09			01-Jul-11			
		Agreements Containing Selected Options	Option Area (Ha)	Total Option Items	Agreements Containing Selected Options	Option Area (Ha)	Total Option Items	% change in area by Ha
			39671			50,472		27
		10,501	32,227	14,888	11,433	41,564	17,816	29
EF1 - Field corner management		7,447	15,194	0	8,641	21,148	0	39
EF10 - Unharvested cereal headland within arable fields		180	500	0	87	222	0	-56
EF11 - Uncropped, cultivated margins for rare plants on arable land		379	650	0	236	361	0	-44
EF13 - Uncropped cultivated areas for ground-nesting birds - arable *					112	250	0	
EF15 - Reduced herbicide cereal crop preceding over-wintered stubble *					65	535	0	
EF2 - Wild bird seed mixture		151	229	0	2,274	4,061	0	1,670
EF22 - Extended overwintered stubbles *					585	3,870	0	
EF2NR - Wild bird seed mixture		3,286	4,039	0	1,656	2,446	0	-39
EF3 - Wild bird seed mixture on set-aside land **		449	637	0	87	108	0	-83
EF4 - Nectar Flower mixture		1,942	1,950	0	2,336	2,905	0	49
EF5 - Pollen + nectar flower mixture on set-aside land **		126	196	0	31	53	0	-73
EF7 - Beetle banks		431	94	0	514	103	0	10
EF8 - Skylark plots		522	0	14,888	519	0	17,816	20
EF9 - Unfertilised cereal headland within arable fields		110	701	0	91	462	0	-34
EG2 - Wild bird seed mixture in grassland areas		14	15	0	37	43	0	190
EG2NR - Wild bird seed mixture in grassland areas		211	161	0	83	63	0	-61
EG3 - Nectar flower mixture in grassland areas		63	32	0	29	16	0	-50
EG4 - Cereals for whole crop silage followed by over-wintered stubbles		194	827	0	138	602	0	-27
EG5 - Brassica fodder crops followed by over-wintered stubbles **		587	7,001	0	194	2,791	0	-60
EJ13 - Winter cover crops *					67	671	0	
EJ5 - In-field grass areas *					173	292	0	
EJ9 - 12m buffer strips for watercourses on cultivated land *					436	565	0	

* = new option, ** = discontinued option

HLS More of the same	1 July 2009			01-Jul-11			% Change
	Agreements Containing Selected Options	Option Area (Ha)	Total Option Items	Agreements Containing Selected Options	Option Area (Ha)	Total Option Items	
Option Description		8,383			20,297		142
	1,094	7,150	2,466	2,457	16,555	7,483	132
HF1 - Management of field corners	451	778	0	1,047	2,249	0	189
HF10 - Unharvested cereal headlands	56	214	0	66	223	0	4
HF10NR - Unharvested cereal headlands				3	2	0	
HF11 - Uncropped, cultivated margins for rare plants	45	88	0	75	217	0	146
HF13 - Uncropped cultivated areas for ground-nesting birds - arable	522	2,832	0	1,026	5,681	0	101
HF13NR - Uncropped cultivated areas for ground-nesting birds - arable	36	182	0	179	684	0	277
HF15 - Reduced herbicide cereal crops followed by overwintered stubble	107	1,197	0	202	2,357	0	97
HF15NR - Reduced herbicide cereal crops following overwintered stubble	1	9	0	7	51	0	476
HF2 - Wild bird seed mixture	27	52	0	146	327	0	529
HF2NR - Wild bird seed mixture	192	291	0	270	500	0	72
HF4 - Nectar flower mixture	439	708	0	1,244	2,686	0	279
HF7 - Beetle banks	128	28	0	334	71	0	154
HF8 - Skylark plots	94	0	2,466	248	0	7,483	67
HF9 - Unfertilised cereal headlands	24	158	0	45	215	0	37
HF9NR - Unfertilised cereal headlands				1	3	0	
HG4 - Cereals for whole-crop silage followed by overwintered stubble	20	93	0	39	196	0	111
HJ13 - Winter cover crops				2	11	0	
HJ13NR - Winter cover crops				0	0	0	
HJ5 - In-field grass areas to prevent erosion or run-off	146	516	0	291	947	0	83
HJ9 - 12 m buffer strips for watercourses on cultivated land	2	4	0	77	136	0	3,637

Voluntary management

Further work is ongoing on Campaign target 5 (e): to promote participation in the Campaign by those farmers outside agri-environment agreements. The Defra on-going survey captures numbers of farmers joining ELS because of the Campaign (17% of 2011 respondents). However, a method of comparing the current situation with that at the outset of the Campaign has not been agreed (see below)

Further work is also ongoing to evaluate the potential delivery of environmental benefits, using the FERA on-farm survey of habitat quality.

The interim December 2011 and final targets for the Campaign are summarised as follows:

Target	Source	Baseline (ha)	December 2011 Interim target (ha)	2012 target (ha)
To help achieve Natural England's target of 70% of farmland within an agri-environment agreement by March 2011	Natural England	67 per cent	69.5%	70 per cent
To double the current uptake of key target options in ELS	Natural England	39 671	75 000	80 000
To double the uptake of 'more of the same' options in HLS	Natural England	8400	14 200	16 800
To double the uptake of ELS options EE9 and EE10 (6m buffer strips next to watercourses)	Natural England	4880	9000	9760
To retain and increase the area of uncropped land from the 1 January 2008 baseline by 20 000ha	Annual Defra June Agricultural Census	159 000	179 000	179 000
To increase the area of land managed voluntarily by 30 000ha above current levels	Defra ongoing monitoring survey and field verification visits	158 709	182 000	188 709

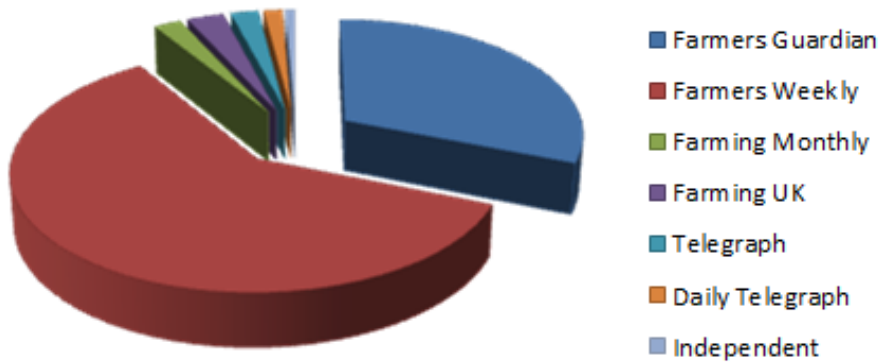
<p>To promote participation in the Campaign by those farmers outside agri-environment agreements</p>	<p>Defra ongoing monitoring survey</p>	<p>157 355ha</p>	<p>Further work is required to properly evaluate participation by farmers who were outside ES at the outset. An estimated 17% of farmers had joined ELS because of the Campaign.</p>	
<p>To seek to improve the environmental management of at least one third of the uncropped land</p>	<p>Defra ongoing monitoring survey</p>	<p>53 000 ha</p>	<p>58 400</p>	<p>59 600</p>
<p>To encourage farmers and land managers to take up voluntary measures which have the greatest environmental value</p>	<p>Local Liaison Groups and ETIP targeting information</p>			

ANNEX 4: Communications

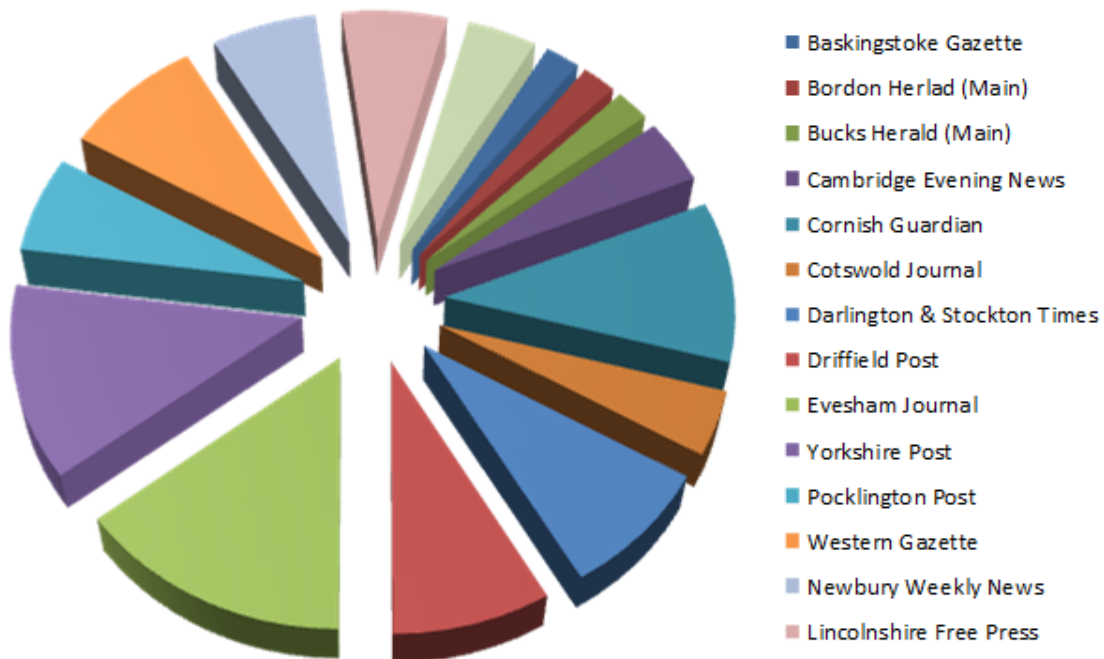
National and regional coverage on the CFE since November 2009



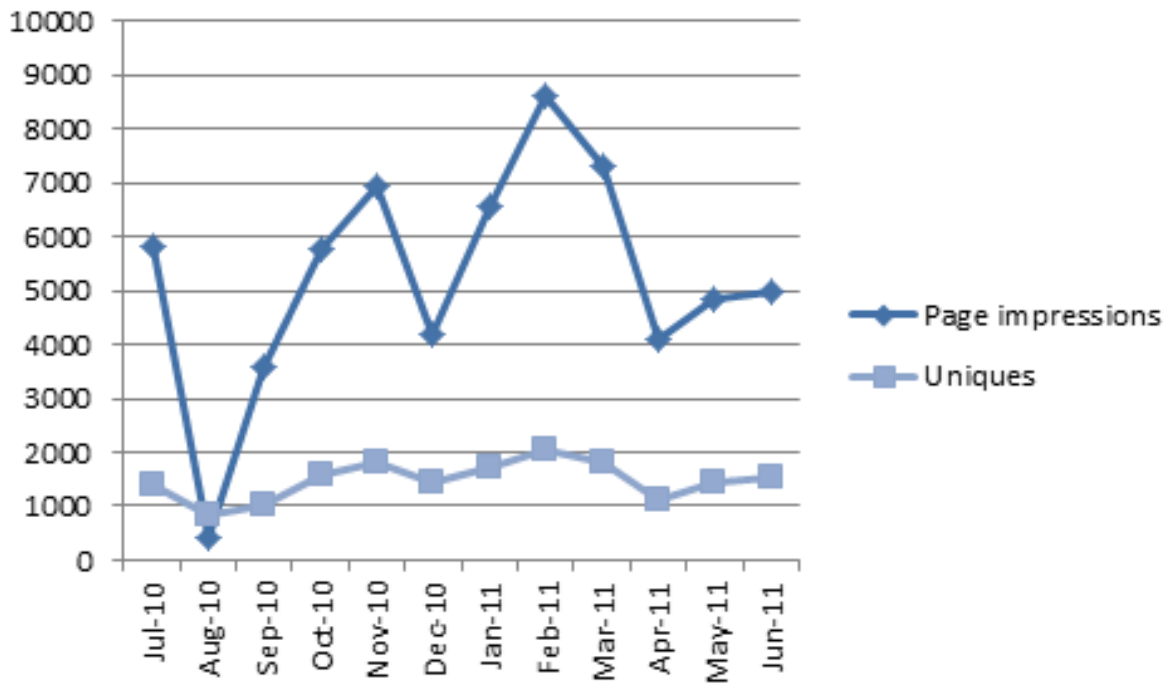
Breakdown of national coverage since November 2009



Breakdown of regional coverage since November 2009



CFE website



Examples of partner events where the CFE has been promoted

Partners	Events
NFU	NFU Conference 2011, Farm walks across the country
CLA	CLA Game Fair 2010, Regional walks
RSPB	Farm walks, events at Hope Farm
Hope Farm (RSPB)	Events throughout the year
LEAF	Open Farm Sunday, Technical events
GWCT	Farm walks and events throughout the year
AICC	Annual Conference
AIC	Annual Conference
CAAV	Spring briefings
Natural England	Events throughout the year
FWAG	Farm walks and events
Environment Agency	Oxford Farming Conference 2011, farm events across the country

Promotion of CFE by industry since November 2009

Industry Supporters	Dates				
agriculture.einnews.com	09/02/2011				
Agronomist & Arable Farmers	22/03/2011				
AKC Agriculture	08/06/2010				
Belmont Seed	01/01/2010				
Bidwells	Spring 2011				
Bright Seed	01/03/2011				
BTO News	01/01/2010				
Cereals	01/06/2011				
Countryfile	24/02/2011				
CPM	01/03/2011				
CPRE	24/05/2011				
Daelnet	22/12/2010				
Eadt	10/02/2011				
EDP24	30/07/2010				
Egovmonitor	18/08/2010				
Environmental Expert	05/01/2011				
ePolitix.com	10/05/2011				
Farm Business	23/07/2010	17/08/2011	25/02/2011	12/05/2011	
Farmer Jake	06/07/2010				
File & Hunmanby	28/04/2009				
Foodservice & Foodprint	01/07/2010				
Freshinfo	06/04/2011				
Green Suffolk	24/03/2010				
Greening Business Ends Report.com	01/01/2011				
Horticulture Week	18/02/2010	16/07/2010	17/08/2010	19/11/2010	25/03/2011
Kings Game Cover & Conservation Crops	Spring 2011				
Kirkby Diamond	26/11/2010				
Landscape	12/02/2010				
Landwards	01/03/2010				
Meat Trade Daily News	25/08/2010	23/11/2010			
Midlands Business News	18/11/2010				
Natural Choices	29/07/2010				
Nature around me	02/07/2010				
NE Business	05/07/2010	19/08/2010			
NFYFC	01/03/2010				
Public Services	06/07/2010				
Robson & Hall	18/11/2009				

Rural Enterprise Gateway	05/10/2010				
Shooting Times	24/02/2010				
Shooting UK	09/02/2011				
Smallholder	20/11/2010	10/02/2011			
Songbird Survival	04/05/2011				
Strutt & Partner	07/03/2011				
Sugar Beet Review	01/07/2010				
Surfbird News	26/07/2010				
Taylor Vinters	18/08/2010	24/12/2010			
Vegetable	07/03/2011				
Wildlife Extra	08/07/2010				
Worlick Wordpress	25/02/2011				
Wrights Farming	04/11/2010				
Your Ashford	01/02/2011				
Your thanet	01/02/2011				

ANNEX 5

Events in the key target counties over the last twelve months (2010 – 2011)

Event	Attendees
CFE on farm events including 'Pollinators on productive land'	285 farmers
Brooms Barn Open Day	200 farmers/advisers
Masstock Open Day	60 farmers
NIAB TAG day	50 farmers and advisers
Veolia Resource Protection event	25 farmers and spray operators
NIAB cereals workshop	26 farmers
KWS Crop Trials	65 farmers
Bayer Crop Trials	58 farmers
Syngenta Crop Trials	72 farmers
Organic Cereals Open Day	56 farmers
Masstock Crop Trials	100 farmers
CFE/RSPB event	12 farmers
Frontier Open Days	350 farmers
County Shows	Awareness raising
BBRO open days	30 farmers
CLA renewables event	30 farmers
AONB workshops	25 farmers
NE adviser training	35 advisers
Jimmy's Farm Science Festival	Awareness raising
Anderson's seminar	200 farmers
Stewardship farm walk	35 farmers
Norfolk Farming Conference	400 farmers
Sentry Conference	200 farmers
CSF soil management event	6 farmers
TAG Conference	50 farmers/advisers
Farm business update	80 farmers
ELS renewal workshops	45 farmers

Stewardship farm walks	35 farmers
HGCA Grain Workshop	20 farmers
TOTAL ATTENDEES	2315

Events in Norfolk, Suffolk, Hertfordshire, Essex, Cambridgeshire and Bedfordshire

Event	Attendees
On farm training events	70 agricultural students
Thrapston market	Awareness raising
GWCT shoot walk	54 (mainly farmers)
CFE Conference	80 (mainly farmers)
BASIS Course	9 advisers
FATI/ETIP/ELS event	11 farmers
Green Futures events	130 farmers
CFE breakfast meeting	17 agronomists
CAAV briefing	112 advisers
Pesticide and Water Protection workshops	29 agronomists
NFU meeting	15 farmers
Young Farmer event	20 young farmers
TOTAL ATTENDEES	527

Events in Leicestershire, Northamptonshire, Rutland and Lowland Derbyshire

Event	Attendees
On farm CFE events	180 farmers
CFE/ELS drop in clinics	5 farmers
CFE/ELS advice visits	5 farmers
Masstock events	150 farmers
NE ELS renewal clinics	40 advisers
LAMMA 2011	21 farmers (direct contact)
Green Futures events	95 farmers
WLDC sustainable farming event	22

CFE conference (Nottinghamshire)	18 farmers/advisers (direct contact)
LCC farm business forum	52 farmers
Sleaford farmer discussion group	15 farmers
Elsom Seeds Open Day	19 farmers/advisers
Openfield meeting	30 agronomists
TOTAL ATTENDEES	652

Events in Lincolnshire

Event	Attendees
CFE conference	70 farmers/176 advisers
Newark cattle market	Awareness raising
CFE on farm events	300 advisers and agronomists
County ploughing matches	Awareness raising
One to one advice clinics	25 farmers
NFU farm walk	70 farmers
TOTAL ATTENDEES	641

Events in Nottinghamshire

Event	Attendees
CFE conference	100 farmers/advisers
CFE on farm events	85 farmers and advisers
AICC regional meeting	25 advisers and agronomists
CSF event	35 farmers
Local county agricultural shows	Awareness raising
West Midlands Potato Day	45 farmers
Hutchinsons Trial Days	60 farmers
Masstock Trials evening	60 farmers
Countrywide Moisture Meter Day	60 farmers
NMR visit	80 farmers

NFU meetings	20 farmers
Sygenta Trials	20 farmers
CSF launch	40 agronomists and advisers
Countrywide agronomist event	15 agronomists
Hub Rural Business Support Day	21 farmers
County ploughing matches	Awareness raising
TOTAL ATTENDEES	646

Events in Warwickshire

Event	Attendees
CFE on farm events	45 farmers
Frontier Open Day	150 farmers
Farmway Open Day	350 – 400 farmers
Agrovista events	35 agronomists
ELS renewal meetings	52 farmers
NE meetings	40 farmers
Masstock farm events	135 farmers
CFE/ELS drop in clinics	15 farmers
CFE/ELS farm visits	22 farmers
CFE breakfast meeting	16 agronomists
JSR Open Day	80 farmers and advisers
Open Farm Sunday	Awareness raising
DKB crop protection days	300 farmers
RSPB Dawn Chorus Walk	22 farmers
NFU/Momenta SPR meeting	16 farmers
Local agronomy company forum	25 advisers
CFE briefing	30 agricultural students
Agronomy briefing Cropwise and Openfields	18 agronomists
Joint CFE briefing with EA	10 agronomists

GWCT farm walk	40 farmers and advisers
NFU meeting	15 farmers
TOTAL ATTENDEES	1466

Events in North, South and East Yorkshire (three LCCs)

Event	Attendees
On farm CFE events	45 farmers
CFE/ELS events	32 farmers
Young farmers event	21 young farmers
Wingham Wheat Club	26 farmers
Kent Countryside Management Partnership	12 advisers
CFE agents event	17 land agents
ETIP training event	6 advisers
Farmers Club Event	25 farmers
Local ploughing matches	Awareness raising
Kent Show	Awareness raising
CFE/ELS events	29 farmers
Joint event with water company	25 farmers and sprayer operators
TOTAL ATTENDEES	238

Events in Kent

Event	Attendees
On farm CFE events	35 farmers
CFE/NE weed event	13 farmers
Farmland bird walk with AONB	21 farmers
Resource Protection/Metaldehyde event	20 farmers
Brackley Farmers Club meetings	10 farmers
CFE agents meeting	20 land agents
Farmland bird project launch	50 farmers and advisers
EA events	15 farmers
County Shows	Awareness raising

Masstock Smart Farming events	75 farmers
TOTAL ATTENDEES	259

Events in Berkshire, Buckinghamshire and Oxfordshire

Event	Attendees
On farm CFE events	72 farmers
Masstock Agronomy Trials	50 farmers
FWAG walk	20 farmers
Resource Protection/Metaldehyde event	25 farmers
CSF event	50 farmers
CFE agents meeting	10 land agents
NE/EA/CFE day	25 farmers
AONB Conference	150 farmers and advisers
County Shows	Awareness raising
TOTAL ATTENDEES	402

Events in Hampshire

Event	Attendees
On farm CFE events	64 farmers
NFU arable meetings	19 farmers
NFU annual open meetings	150 farmers
FATI/ELS renewal events	28 farmers
CFE land agent meetins	25 land agents
Bright Seeds Open Day	150 farmers
GWCT Open Day	25 farmers
Agrifocus farmer events	91 farmers
SWFBI events	82 farmers/advisers
County Shows	Awareness raising
TOTAL ATTENDEES	634

Events in Dorset, Wiltshire and Gloucestershire