



CAMPAIGN FOR THE FARMED ENVIRONMENT

**ANNUAL REPORT
(JULY 2010)**

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1. EXECUTIVE SUMMARY

In July 2009 the Campaign for the Farmed Environment was announced as being the preferred way forward to retain and exceed the environmental benefits provided by former set-aside. The National Farmers' Union (NFU) and Country Land and Business Association (CLA) were joined by key industry partners including the Farming and Wildlife Advisory Group (FWAG), Linking Environment and Farming (LEAF), the Game and Wildlife Conservation Trust (GWCT), the Agricultural Industries Confederation (AIC), the Association of Independent Crop Consultants (AICC) and the Central Association of Agricultural Valuers (CAAV) to develop the Campaign. The Royal Society for the Protection of Birds (RSPB), Natural England and the Environment Agency also gave the Campaign their full backing.

From July until December 2009 there was an intense period of partnership working to mobilise activity at both a national and local scale. Between January and June 2010 the governance groups ensured that the implementation phase focused on national communications, the delivery of the Campaign on the ground, particularly through the Local Liaison Groups (LLGs) in the key target counties across England, and the monitoring of the Campaign against the national targets as detailed in the Memorandum of Understanding.

Since the launch of the Campaign a variety of communication tools have been developed to provide more detailed information and advice to increase the reach of the initiative and levels of understanding. As demonstrated in the results of the first annual monitoring survey, leaflets are one of the main awareness raising tools, which reinforces the value of the range of communication materials produced by the LLGs. The website is proving popular and the Campaign continues to benefit from the support of major industry titles and attracts significant media coverage both nationally and regionally. The partners and wider industry have also promoted the initiative in a wide range of digital and print publications which has further extended the reach of the Campaign and acted to reinforce key messages. Since January the Campaign has had a national presence at a range of events. A highlight was the trail around Cereals in June, developed by the Campaign partnership, which attracted a large number of visitors and received significant coverage across the farming press.

Training and the engagement of agronomists and advisers has always been seen as pivotal to the success of the Campaign. A comprehensive training package for agronomists and advisers has been developed by key partners on the Delivery Group to ensure that they are all clear on what the Campaign has to achieve and the tools that are available to deliver the desired outcomes. National training events and in-house briefing sessions on the Campaign have reached over 2000 agronomists and advisers to date.

Local activity is crucial to the success of the Campaign and during this implementation phase the LLGs have been focused on delivering messages about the Campaign to farmers on the ground through the production of tailored literature and events held on the network of beacon farms which show the Campaign working in practice. Over the past few months the value of piggy-backing at a range of existing events has been reinforced and since January the Campaign has had a strong presence at a wide range of events which have reached around 4000 farmers. In addition, all farmers with over 10 hectares cultivated land (around 46,000 farmers) were sent a detailed guide to the implementation of the Campaign's voluntary measures.

The results from the various surveys to date show that many farmers are engaged with environmental management both within and outside of agri-environment schemes and are broadly aware of the Campaign and its objectives, however there is still confusion in the wider industry about what farmers need to do in order to participate in the Campaign. Initial results from the FERA field work have indicated that 10 percent of the farms visited were implementing voluntary

measures in response to the Campaign and the partnership is looking at ways to address this issue. It is apparent that some of the monitoring methods need further refinement and consideration particularly in reference to the Campaign voluntary measures where it is unclear what is being implemented on the ground. But good progress has been made in raising farmers' awareness of the Campaign and encouraging participation.

Feedback from farmers, advisers, local coordinators and partners highlights some issues which the partnership is striving to resolve. They include the proposal to count 6m buffer strips in ELS as a key in-field option contributing to the Campaign targets, whether ELS options detailed in the Memorandum of Understanding can count towards the Campaign targets when applied through an HLS agreement, practical issues with a few of the voluntary measures and the need to provide farmers with a facility to record how they are taking part in the Campaign and capture all voluntary management on their holding.

At the end of March 2010 the Campaign partnership agreed a Delivery Plan for 2010 – 2011 which details the Campaign's priorities for 2010-2011 and also acts as the basis for Defra's grant to the Campaign. Over the past year Defra's financial support for the Campaign has helped drive the initiative forward and continued support will play a vital role in ensuring that the Campaign continues to make good progress and is ultimately a success. The high commitment from industry and environmental partners at both a national and regional level has also played a significant role in driving the initiative forward, particularly as meeting or event venues, time, expertise and services are often provided in kind.

This annual report demonstrates that since the Campaign's adoption in July 2009, good progress has been made to ensure that the right governance and structures are in place to promote the Campaign messages to farmers and advisers. Funding from Defra and significant resource from the partnership has been vital in the delivering the initiative nationally and on the ground during the implementation phase from January – June 2010. The Campaign partnership is aware that the next 12 months are critical to ensuring the Campaign is understood by farmers and that progress against the targets is made. They will continue to promote the ELS measures but will increase the amount of promotion surrounding the Campaign's voluntary measures to ensure that the initiative is a success.

2. INTRODUCTION

In July 2009 the Campaign for the Farmed Environment was announced as being the preferred way forward to retain and exceed the environmental benefits provided by former set-aside. The Campaign partnership includes the NFU, CLA, FWAG, LEAF, GWCT, AIC, AICC, CAAV, RSPB, Natural England and the Environment Agency.

The Campaign is a national initiative with local personality. Local Liaison Groups (LLGs) with their own county priorities have been established in 22 key target arable counties. These groups covered in total at least 66% of the former set-aside land by December 2009, and are being expanded to cover 75% of former set-aside land by December 2010.

From July until December 2009 there was an intense period of partnership working to mobilise activity at both a national and local scale. This annual report will report back on national and local activity and progress linked to the monitoring of the Campaign targets from January 2010 onwards. It will reflect back on what has been achieved during the implementation phase since the inception of the initiative back in July 2009 and detail how the partnership can work together at a national and regional level to address emerging issues and consider opportunities to raise awareness about the Campaign even further.

3. GOVERNANCE

Over the past six months of the implementation phase the governance groups have ensured that the Campaign is on the right trajectory to meet the June 2012 targets as detailed in the Memorandum of Understanding.

3.1 The Steering Group

Remit

The Campaign for the Farmed Environment Steering Group is jointly chaired by the NFU and CLA Presidents. The role of the Steering Group's Chairman is to ensure industry leadership and accountability, and on behalf of the Steering group the Chairs report to the Secretary of State on the Campaign's annual progress.

The Steering Group commissions, initiates and co-ordinates the Campaign's efforts to improve the environmental performance of farms, evaluates the success and effectiveness of measures and reports regularly to Ministers on the progress against agreed targets and milestones.

Partner representation on the group

The Steering Group members are listed in Annex 1.

Frequency of meetings:

The Steering Group has met on two occasions between January and June 2010:

- 3 March
- 26 May
- The next meeting will take place on the 14 September

Key outputs:

- Farmer Guide to voluntary measures signed off by all partners
- Production of CFE Delivery Plan 2010 – 2011 completed and budget finalised and funding secured with Defra
- Advocacy Strategy signed off
- Various CFE press releases signed off

3.2 Evidence & Monitoring Group

Remit

The Campaign has continued to build on its scientific foundations through the Evidence Monitoring Group which supports the work of the Steering Group. The Evidence and Monitoring Group continues to provide access to the evidence base and resources to answer evidence questions, to verify progress and to monitor outcomes.

Partner representation on the group

The Evidence & Monitoring Group is listed in Annex 1.

Frequency of meetings:

The Evidence & Monitoring Group has met twice since the last report

- 27 January
- 25 May

However, additional sub-groups have met on an *ad-hoc* basis to deal with urgent issues

- 24 March – sub-group meeting with Defra to discuss the FERA proposals for on-farm visits to look at voluntary measures.

- 30 April – teleconference to address outstanding partner issues with the CFE Cost Calculator and agree a forward strategy for its appropriate use and agronomist testing

Key outputs

- Farmer guide to voluntary measures sent out on schedule to 46 000 farmers with >10ha of cultivated land on 29 January
- Data and format for the CFE Cost Calculator agreed. Now in the process of a limited testing with agronomists prior to wider circulation
- Content for the national horticulture and potatoes sector leaflet agreed
- Agreement reached on field verification protocol by FERA
- Decision making protocol agreed for addressing issues of contention where unanimous agreement by all partners cannot be reached.
- Analysis carried out of results from the November and February Defra surveys prior to agreeing tone and content of press release. Further critical analysis (still ongoing) to help inform future survey strategy and gaps in Campaign messaging.
- The group has also considered the possible inclusion of ELS 6m buffer strips and ELS “more of the same” options within HLS to try and agree a conclusion on these outstanding anomalies. Both issues have been raised with the Steering Group for further action.
- A paper has been presented on the interim targets for the Campaign. This issue is still live and members of the group have been asked to consider the points raised in order to complete this task at the next meeting, which has been set for 5 July 2010.
- Since the roll out of the Voluntary Measures in the Farmer Record there has been feedback from farmers, agronomists and Campaign partners regarding the management prescriptions. A number of minor errors have been identified which need to be corrected as well as some more fundamental issues regarding the practicality of the prescription itself. A paper is being prepared on all the voluntary measures where issues have been identified for agreeing and communicating any corrections or further action required at the next meeting on 5 July.

3.3 Delivery Group

Remit

The Delivery Group understands the practicalities of land management and seeks to influence decisions and behaviours across both land in Environmental Stewardship and land in the wider arable landscape. It is responsible for national communications and guidance which provide the context for local county scale interpretation and demonstration.

Partner representation on the group

The members of the Delivery Group, listed in Annex 1, are from all the partner organisations and a number of organisations most frequently in contact with farmers and growers who are best placed to influence behaviour at national and local levels.

Frequency of meetings:

The Delivery Group have met twice since the last report

- 9 February
- 12 May

Key outputs

- Overseeing local activities and raising concerns from farmers and LLGs with Defra
- Agreeing key messages and identifying opportunities to promote the Campaign
- Development and sign off of a training package for agronomists
- Input and sign off of the revised Q & A document for farmers and agronomists/advisers

- Instigation of the development of the summary sheet of the voluntary measures intended for quick-reference use by agronomists and advisers
- Instigated the development of the CFE flow chart to help communicate to farmers how to participate in the Campaign
- Input to the design, content and adviser pilot trialling of the CFE Cost Calculator
- Identification of communication and publicity aims for Cereals

3.4 Communications sub-group

Remit

An additional sub-group has been established to meet on an ad-hoc basis to deal with priority communication issues.

Partner representatives on the group and frequency of meetings

The Communications sub-group has met twice and consists mainly of the professional communication experts, listed in Annex 1, from each of the partner organisations.

- 5 February
- 3 March

Key outputs

The group met to specifically focus on helping to co-ordinate partner activities and communication materials for Cereals and the pre-cereal publicity event.

3.5 Local Liaison Groups

Remit

Local Liaison Groups (LLGs) in the key target counties, listed in Annex 2, develop and deliver activity and communication plans that engage farmers to promote the take-up of voluntary and ELS options, coordinate partner actions and respond to local priorities and opportunities.

Partner representation

Membership of these groups generally includes the NFU, CLA, FWAG, GWCT, RSPB, the Environment Agency, Natural England, agronomists (AIC/AICC) and at least one farmer. BTO are represented on some of the groups. All groups have appointed a farmer chair (and in many cases a deputy chair) and a Local Campaign Coordinator.

Key outputs

- Development of local activity and communications plans which set out tools for engagement
- Production of local leaflets, postcards and promotional equipment for events
- Nomination of beacon farms
- Development of a range of case studies
- Organisation of launch events, beacon farm events and presence at partner events

The full detail of the key outputs at the local level is provided in Section 6.

4. COMMUNICATIONS

Nationally, the communication strand of the Campaign is led by the Programme Manager, however in order to meet the increasing demands of the website and press activity, in May 2010 a part-time communications officer was appointed.

4.1 Communication materials

The Campaign has produced additional communication materials to provide information on the resource protection, farmland birds and farm wildlife themes of the initiative and also tailored information to engage with specific audiences and farmers on the ground.

Since the launch of the Campaign in November 2009, over 40 000 national leaflets have been disseminated via partner and supporting organisations mailings and distribution at events for farmers and advisers. A range of national promotional materials including pull-ups, banners and stickers for events and shows has also been produced.

At the end of 2009 the Campaign partners worked closely with Natural England to produce three booklets on the Campaign themes that offer advice on the best Environmental Stewardship (ES) options and voluntary measures to choose to ensure specific environmental benefits. *Farming for Birds*, *Farming for Farm Wildlife* and *Farming for Cleaner Water and Healthier Soil* are being used as a popular advice tool, helping farmers to make the most of their ES agreements and the Campaign benefiting both them and the environment.



Themed booklets and posters

During March Natural England promoted the Campaign through its national campaign whereby postcards were sent out to 13 156 farmers due to renew ELS in 2010.



Natural England postcards

In order to increase engagement with horticultural and potato producers a tailored leaflet based on the national version has been produced. A publicity event on a Lincolnshire beacon farm in July will be used as a platform to launch this leaflet and to secure coverage across farming and horticultural titles to encourage grower participation in the Campaign.



Poster section of the horticultural leaflet

Local promotional materials including leaflets and postcards have been developed through the LLGs (example provided in Annex 7). Many of the local leaflets are based on the national leaflet but have been tailored to reflect the local farming landscape and the local priorities in these areas. The leaflets introduce the LLG chairs by providing a short background summary, the Local Campaign Coordinator (LCC) including their contact details and in most cases the key partner representatives on the LLG. Some LLGs have produced postcards which highlight the key Campaign messages and the coordinators' details. The channels by which the local promotional materials have been disseminated are detailed in section 6.2.



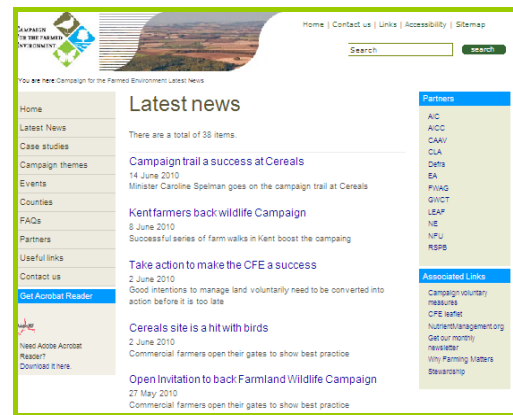
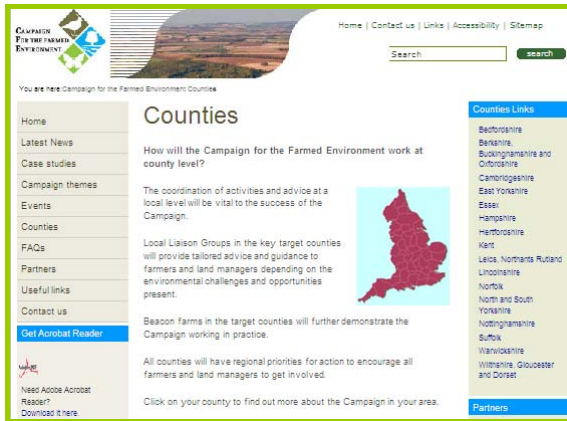
Local promotional materials

As demonstrated in the results of the ongoing monitoring survey, leaflets have been an effective tool in raising awareness of the Campaign, second to the farming press. On the ground the communication materials produced locally have served different purposes. The leaflets act to provide useful background and detail about the initiative. However, the Campaign postcards, developed initially by the team in the East Midlands, have grabbed farmer's attention by conveying the key messages of the Campaign in a simple format. Farmers have fed back that they provide clarity in what the partners are asking farmers to do and signpost them to the most relevant contact, the LCC. As a result local postcards have been sent out by several of the LLGs to farmers in the county with 10 hectares or more cultivated land.

4.2 Website

The Campaign's website provides information about the Campaign targets, themes and voluntary measures. It has been extensively developed during the period to better reflect the activities of the Local Liaison Groups within each target area. LLGs for each target county are detailed within the county pages: the 'Who's Who' in your area lists the local liaison coordinator and the farmer chair of the liaison group plus their contact details and a short CV. Each county has its own pages on the website for local information – including events such as farm walks and beacon farm events, case studies and local news. News, case studies and local events are further displayed in the national area of the Campaign website thereby enhancing the opportunities to find out more about the Campaign and what is happening across the country.

The monthly newsletter has proved to be popular with partners, wider industry and farmers alike. From the initial 100 subscribers, the newsletter is now distributed monthly to 327 recipients.



www.cfeonline.org.uk

During the period January to 31 May 2010, the Campaign website welcomed over 9000 visitors, viewing on average 4.6 pages each. The most popular pages for visitors were Campaign themes, farm wildlife and the county pages. During the five month period, the number of page impressions and the number of visitors peaked in March coinciding with the majority of regional 'launch' farm based events, see Annex 3. Despite a slight dip in April the number of visitors and the page impressions per visitor remain steady. In December 2009 the CFE reported website page impressions at 15,000 and visitors to the site since its launch at 2500. As of the end of May 2010, 41,900 page impressions have been recorded, made by 9020 visitors.

The results from the first annual monitoring survey suggest that the website has played a less significant role, when compared to the farming press and leaflets, in raising awareness amongst farmers of the Campaign. The newsletter subscription database suggests that partners, advisers and agronomists and wider industry are using the website to keep updated on local activity and Campaign news. Over the next few months it is hoped that features which attract more farmer visitors will be developed. The partners are currently considering developing an online area for farmers to record the voluntary management that they undertake on their holding based on the ongoing monitoring survey and the farm record at the back of the 'Farmer guide to voluntary measures'.

4.3 Media coverage

Nationally the Campaign continues to benefit from the support of major industry titles, notably *Farmers Weekly* and *Farmers Guardian* share nearly 45% of the national coverage between the titles.

Key messages

Throughout the period January – 18 June 2010, there has been a steady stream of both national and regional coverage for the Campaign, with 82 articles being printed or published to websites. The most popular key message reported in the coverage was that the Campaign aimed to '*promote the voluntary management of farmland to recapture the benefits of set aside*' (see Annex 3).

Further key messages to be made were that the initiative would '*work with farmers to enhance Stewardship scheme options and to retain current areas of un-cropped land*' and that '*farmers and land managers should look at voluntary measures plus key environmental stewardship scheme options*'.

In the build up to Cereals 2010 15 separate articles referred to the Campaign's presence at Cereals as part of their coverage, often carrying one or more of the Campaign's key message. The Campaign activity at Cereals 2010 attracted significant media coverage in the trade and farming press, both in print and digitally. The coverage featured the CFE key messages and reinforced the need for good intentions to be turned into action at this critical stage of the initiative.



Digital and print articles linked to Cereals activity

Crops Digital (a *Farmers Weekly* publication) launched an online tool after Cereals to help arable farmers understand how they can meet the requirements of the Campaign. The quick reference tool sums up the points of in-field options available through ELS and acts as a useful practical guide to help farmers do their bit to ensure the Campaign meets its targets. *Farmers Weekly* has also set up an online forum on the Campaign so farmers get their questions about the initiative answered.

The Campaign has received significant county radio coverage linked to on farm events over the past six months including features on the Lincs FM farming programme around LAMMA and an interview with LCC, Laura Francis carried out by BBC Oxford in March. The LCCs have also made links with farming reporters that cover local events and programmes such as Farming Today. Recently, ITV Meridian filmed a news item on a beacon farm in Oxfordshire and many coordinators have approached Countryfile to raise their awareness about the Campaign.

The results of the annual monitoring survey demonstrate that the farming press is the main vehicle by which farmers receive information about the initiative. The partners recognise that continuing these positive links with the press is important in dispelling some of the myths of the Campaign and also in communicating simple messages about what constitutes participation.

4.4 Promotion by partners and wider industry

The Campaign partners and wider industry have promoted the initiative in a wide range of digital and print publications over the past six months, ranging from partner magazines to seed catalogues. These channels reach a large farming audience, for example Hutchinson's in-house publication, 'Fieldwise', was sent out to 10 000 farmer clients in March. Promotion of the Campaign using a range of channels maximises the opportunity of farmers hearing about the Campaign more than once and also act to convey messages using different hooks.



Partner and wider industry articles on the Campaign

Both partners and wider industry have held events directly on the Campaign or promoted the initiative at existing events to further extend the reach of the Campaign. The support from agronomy groups is valued by the Campaign partnership as their meetings, events and one to one discussions have helped to extend the reach of the Campaign even further and improve understanding. For example, Masstock Farm Consultancy held 45 SMART farm meetings between January and June on the Campaign attended by 1800 farmers and LCCs attended 75 per cent of these meetings. A farmer breakfast meeting on the Campaign in March, facilitated by Masstock, was attended by 70 farmers and feedback suggested that majority of attendees were very supportive of the initiative and 100% of farmers with ELS agreements will be renewing to help the Campaign meet its targets.

4.5 National events

From the New Year onwards the Campaign for the Farmed Environment has had a national presence at a range of events or has developed its own events to make the most of a variety of opportunities to engage with farmers and advisers.

At the beginning of January around 150 delegates registering at the Oxford Farming Conference were invited to visit the CFE stand, amongst many other partner stands, at a fringe event to find out more about the Campaign and how the Environment Agency and Natural England are working in partnership with farmers.

On the 20 and 21 January the Campaign had a stand at LAMMA, the UK's leading farm machinery show. The stand was hosted by FWAG and advisers were on hand to provide advice to farmers about which ELS options and voluntary measures will work best on their holding. It was also an opportunity for farmers to meet the Local Campaign Coordinators from the East Midlands.

At the beginning of February delegates attending the two-day NFU Conference were invited to visit the Campaign stand during break periods. Highlights at the event included a CFE breakfast meeting attended by over 100 farmers including those involved in the Campaign at a local level and a presentation on the initiative organised by the NFU's Combinable Crops Boards. These were the ideal opportunity to gather feedback on how the Campaign was being received on the ground since its launch in November 2009.

At the end of March a day for Young Farmers Club (YFC) members to explore the Campaign was facilitated by the Programme Office. Young farmers visited a Local Liaison Group chair's farm in Hertfordshire to get a national overview of the Campaign and a farm walk highlighted the ELS options and voluntary measures that count towards the Campaign achieving its targets. The reach of the Campaign was extended further at the end of April when the Programme Coordinator attended the YFC Annual Convention providing information and advice to around 100 YFC members that attended the Rural Affairs Forum. The Campaign is keen to build on the links with the Young Farmers and will keep members updated regarding on farm events.



Young farmers out on a farm walk with local chair, Andrew Watts

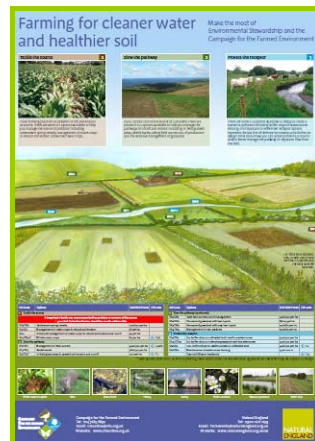
During April a three day conference to consider the achievements of agri-environment schemes to date and how they might develop in the future was attended by nearly 100 policy makers, researchers, advisers and agricultural land managers. The Campaign was a strong talking point at the event as delegates from overseas were keen to hear about set-aside mitigation in England and the adoption of a voluntary approach. The journal produced as a result of this conference includes a paper on the Campaign and it is cited in seven other papers included in this journal.

On April 21 a publicity event at Campaign champion, Robert Law's farm, in Hertfordshire, provided an opportunity for journalists from *Farmers Guardian* and *Farmers Weekly*, to see the Campaign in practice and get a first-hand look at the ELS options and voluntary measures that the Campaign is encouraging uptake of. This event acted as a platform to provide a preview of Campaign activity planned at Cereals on the 9 and 10 June including an informal trail for farmers and an Arable Conference focused on the initiative. The attending journalists were very engaged in the Campaign and pledged to support the initiative to their fullest capacity.



Cereals host, Robert Law with Farmers Guardian journalist, Dominic Kilburn on 21 April

At this year's Cereals event the Campaign for the Farmed Environment partnership developed an informal trail so that farmers and land managers could access information and practical advice about how to participate in the Campaign. The Environment Agency produced an interactive tool, based on the Natural England booklet *Farming for Cleaner Water and Healthier Soil* that helped farmers consider where to place in-field ELS options and voluntary measures to support the Campaign and its resource protection theme. The Game and Wildlife Conservation Trust (GWCT) provided prizes for some of the 200 visitors that participated in and then won the trail.



Resource protection communication tools

The central point of information at the show was the Campaign stand which provided visitors with the opportunity to meet some of the farmer chairman, Local Campaign Co-ordinators and representatives from the partnership nationally. The trail encouraged farmers to visit the partner stands for specific information and advice on the initiative, the key themes and the environmental management that the Campaign is promoting. On the first day at Cereals the team on the stand welcomed Minister of State, Jim Paice, and joining the trail on the second day was Secretary of State, Caroline Spelman, who was accompanied by the national programme manager.



Secretary of State, Caroline Spelman at the FWAG stand on the Campaign trail

Crop plots across Cereals at the Kings Game Cover and Conservation Crops, Velcourt and HGCA stands showcased some of the key Entry Level Stewardship (ELS) options and voluntary measures to provide farmers and land managers with a practical demonstration about what the Campaign is seeking to achieve. Advisers at these stands also provided agronomic tips on what options/measures are best suited to particular holdings. Wider industry also showed their support for the Campaign by flying flags and disseminating Campaign literature from their stands.



Crop plots on the Kings stand



Support for the Campaign on GrowHow's stand

During Cereals the event organisers and the Oxford Farming Conference held their first Arable Conference. A seminar on "The Campaign for the Farmed Environment: Is the Campaign working and is it commercially viable?" was the theme of the afternoon on both days. Speakers on the panel included Campaign partners, champion farmers and wider industry supporters. The seminars were attended by over 100 farmers and feed back during the question and answers sessions provided a useful insight into how the Campaign is being received on the ground. Overall farmer feedback from those that participated in the trail was very positive but it also highlighted some issues for clarity of messages on the ground, the need for a stronger communications push on the

voluntary measures and the provision of a facility for all farmers to declare their voluntary management.

5. AGRONOMIST & ADVISER TRAINING

5.1 Development of a training package

Training and the engagement of agronomists and advisers has always been seen as pivotal to the success of the Campaign and the Campaign's Delivery Plan includes a commitment to train 1,500 agronomists and advisers by December 2010. A comprehensive training package for agronomists and advisers has therefore been developed by key partners on the Delivery Group. Some members of the Delivery Group also sit on the VI Biodiversity sub-group: hence there was agreement on the package that has been put together. The package, which consists of in depth presentations and field notes on the background, aims and objectives of the Campaign and on the three themes, was signed off by the middle of February. This ensures that all events deliver consistent messages to advisers and agronomists to help ensure that they in turn are able to offer clear advice to farmers about how they can contribute to the Campaign and the most appropriate ELS options and voluntary measures for their farms. The training package for agronomists and advisers has been centrally registered for BASIS and NRoSO points. The Campaign is also encouraging all agronomists and advisers to ensure that they take up the BETA course which promotes the production and enhancement of biodiversity and it is signposting to the GWCT Conservation Management Course.

5.2 Training and briefing events

Training events facilitated by the national CFE team

During February and March five awareness raising and training events were held on farms across the key target counties to provide advisers and agronomists with an in depth understanding of the aims and objectives of the Campaign. These events were attended by over 40 advisers. The purpose of these training events were to explain the back ground to the Campaign, provide details about how the Campaign will actually work, outline the targets that need to be achieved, see how a well thought out ELS Scheme can contribute to the Campaign targets, detail the actions farmers can take to achieve the targets and give them an understanding of the three key themes of the Campaign. Attending agronomists and advisers were taken on a farm walk to see the voluntary measures in practice and learn about the associated management requirements, establishment issues and potential benefits of each measure. The farm walks were led by a Campaign partner and delivery of information related to the themes was carried out by an adviser from the Environment Agency (resource protection), RSPB (farmland birds) and Natural England (farm wildlife). In a response survey 73% of the attendees fed back that as a result of the event they now have a significant understanding of the objectives of the Campaign and 100% said that they will encourage their clients to take part.



Agronomist training event organised by SWFBI

Since November 2009 seven training events have enabled the Campaign to reach 120 agronomist and advisers. The RSPB have also offered agronomy groups and independent agronomist groups to book Hope Farm for a free training day during which advisors will be on hand to guide attendees through the environmental measures included in the Campaign.

Briefing events through key partners and agronomy companies

In addition to the formal training courses that have been facilitated by the Programme Office key partners have run Campaign briefing sessions and agronomy companies have also delivered in house briefing sessions based on the national training package which have reached 2415 agronomists and advisers (see Table 1). Many of them will have received the Campaign messages on more than one occasion.

Event	Number of attendees
CFE training events (November – March)	120
In-house agronomist training Masstock Farm Consultancy (December/January)	120
In-house agronomist training UAP (January)	48
AICC Conference (January)	200
Frontier Conference (February)	200
FWAG in house adviser briefings (x2)	72
In-house agronomist training Masstock (February)	20
UAP farmer meetings (February)	180
South West Farmland Bird Initiative Conference (February)	60
CAAV Spring Briefing, Newark (February)	75
Internal HLH company conference including CFE briefing (February)	150
BIAC Conference (March)	90
Adviser training day in the North West (March)	30
CAAV Northern Briefing (March)	220
CAAV Spring Briefing, Bristol (March)	120
County Agricultural Valuers Spring meetings (March)	200
Adviser event in the South West (May)	50
RICS North Rural Conferences (May/June)	360
UAP open days including CFE briefing (June)	300
Total	2415

Table1. Reach of briefing events on the Campaign

In addition, on a one to one basis advisers and agronomists are having comprehensive discussions with their clients on the Campaign. This will amount to several hours of consultation and advice specifically tailored to the individual farm situation, which is a process that will continue during the life of the Campaign.

Advisers and agronomists have fed back that they are finding the Campaign messages easy to sell to the majority of farmers. For those farmers that display a degree of reticence towards the Campaign the way to engage seems to be through selling the financial incentives provided by ELS or the significant costs that would accompany a compulsory approach.

County highlight

Over 50 land agents and managers attended the day organised by the LLC in the south west in May, held at Temple Farm outside Marlborough, in conjunction with CAAV and BIAC. The day looked at the ways in which the attendees' farmer clients could contribute to the Campaign and aimed to dispel many of the myths around some of the key in-field options that have proved to be less popular in the past. A farm walk highlighted the numerous options that the host farmer has put in place through Environmental Stewardship and how they contribute to the Campaign.



5.3 Additional resources

An updated Q&A for agronomists and advisers was produced in April which features on the Campaign website and is being distributed through partner channels and at a variety of events. This is a live document which is updated with questions that are raised by agronomists and advisers to address their queries and ensure that the information provided about the Campaign is as comprehensive as possible.

A range of advisory tools has also been developed to assist agronomists and advisers when they are promoting the Campaign and uptake of key ELS options and/or voluntary measures. These include a flow chart highlighting the routes in which farmers can engage in the Campaign and a summary of the ELS options and voluntary measures that count towards the Campaign achieving its targets.

A Cost Calculator has also been developed which will enable advisers and agronomists to engage with reluctant farmers and help them understand the financial implications of the compulsory approach compared to the adoption of voluntary measures. After discussions with Defra and the key partners it was agreed that this tool should be trialled with agronomists and advisers before it is readily available through adviser/agronomy channels. Feedback sessions from the pilot will be taking place in the middle of June with a view that the tool is signed off by early July. The cost calculator will be reviewed and updated annually by the Evidence and Monitoring Group to ensure that costs are as up to date as possible.

6. LOCAL ACTIVITY

6.1 The role of the LLGs

The Local Liaison Groups (LLGs) will cover at least 75% of the former set-aside area in England by the end of 2010 (66% by end of 2009) as detailed in Annex 3. These groups are effectively replications of the national partnership at a local level and their role is to:

- Co-ordinate campaign activities at a county/sub regional level
- Ensure that all farmers, land managers, advisers and partners receive clear concise and consistent messages about the aims of the Campaign at a county / sub regional level
- Fully engage all interested parties and ensure they have an opportunity to contribute to the Campaign process
- Ensure that the three aims of the Campaign namely Resource Protection, Farmland Biodiversity and Farmland Birds have locally relevant targets at a county / sub regional level
- Ensure that local priorities are identified for the three aims of the Campaign namely Resource Protection, Farmland Biodiversity and Farmland birds at a county / sub-regional level
- Provide a means of reporting on local progress and activity and so provide qualitative feedback to the national Campaign

6.2 Supporting the LLGs

At the end of January 2010 local coordinators, LLG chairs and partner leads on the county groups were invited to attend an induction day organised by the national project coordinator. The session provided an opportunity for the newly appointed local coordinators to meet each other but also ensured that those individuals involved in on the ground delivery received clear and consistent key messages about the Campaign. The chair of the Delivery Group outlined the key messages and aims and objectives of the Campaign which was followed by a detailed presentation from the Environment Agency, the RSPB and Natural England on the three themes of the initiative. Attendees were briefed on how the Campaign was being monitored and then the main focus of the day was to detail what the Campaign is expected to deliver at the local level as outlined in the Delivery Plan and the Local Communications and Activity Plan. Attendees were provided with a Campaign induction pack which included resources such as the national leaflet and the themed booklets.

During early 2010 as the Campaign developed there was recognition of the need for coherent and concise communication between the national and local networks of the Campaign. As a result the national project coordinator sends out weekly email updates to LCCs and Service Managers which share good practice and information which will help delivery on the ground. The national project coordinator and the chair of the Delivery Group have facilitated monthly conference calls with the local coordinators and Service Managers. These calls are a good opportunity for the national team to provide relevant updates and also for the coordinators and Service Managers to share good practice and highlight any issues which may be impacting, or have the potential to impact on delivery on the ground. These regular calls ensure that local or regional issues then get fed up to the Delivery Group via the programme manager.

6.2 Progress in the key target counties

In order to guide the development of local activity, the LLGs' initial priority at the end of January was to produce a Local Campaign Communications and Activity Plan for 2010. These plans interpret the Campaign's national targets so that they have local environmental literacy and agronomic relevance, whilst setting out clearly the key messages for the Campaign. The plans also

set out deadlines for the production of tailored local communications material, the development of content for the county website pages, the development of case studies and the production of an events calendar which highlights CFE events and captures events across the county where the Campaign can be promoted. To ensure that the Programme Office is informed of progress on the ground the LCCs send through monthly reports based on their county national communication plans which include attendance at and feedback from events.

6.4 Communicating the Campaign messages

As highlighted in Section 3 LLGs have produced a range of tools to engage with farmers in their target counties. The East Midlands initially produced postcards which simplify the initiative's messages and what it is that farmers have to do. They were sent out to all farmers with over 10ha cultivated land - a total of 7000 farmers across the East Midlands received these postcards during March. This approach proved to be a success as shown by the amount of enquiries to the local coordinators and requests for advice. At the beginning of June 9000 postcards were sent out to farmers in the East of England and now many more county groups intent to produce postcards and mail them out using the Natural England databases.

LLGs have made use of a variety of other channels to mail out local leaflets and invites for beacon farm events. In some cases invitations to events have been targeted. With the help of Natural England the LCCs have identified holdings within a 25 mile radius of a beacon farm, where ELS agreements are due to expire, and they have been sent a personal letter and invite to Beacon Farm events. In addition to the Natural England databases other channels have also been used to send Campaign communications including direct mail outs via local partners and even text messages through the NFU member database to invite farmers to events.



Postcards sent to farmers in the East Midlands

6.5 Beacon Farms

At present there are 50 beacon farms across the key target counties that are used to demonstrate the Campaign working in practice at both Campaign and partner events.

In order to establish the network of beacon farms across the key target counties LLGs were asked to submit their initial batch of nominations for suitable farms by the end of February. Twenty farms received a telephone call from LEAF in early March to ensure that the farmers were fully aware of what being a beacon farmer entails and also to identify the support and guidance that each farmer will require including farmer to farmer support (mentoring).

On the 26 March LEAF organised a one day training course for beacon farmers at Midloe Grange Farm, Cambridgeshire. The host farmer, David Felce (LEAF demonstration farmer) and CFE lead from LEAF led the training session which was attended by twelve farmers. The course covered the practicalities of hosting farm visits and during a farm walk explained in depth the relevant ELS options, Campaign voluntary measures and the key messages of the Campaign. The beacon farmers were encouraged to ask as many questions as they could to benefit from the training course and they were all provided with a comprehensive pack of resources to help them with hosting visits in the future.

The feedback from the course was very positive as 99% of those farmers that attended reported back that they fully understood what the Campaign was trying to achieve and that they would recommend the course to other beacon farmers. LEAF will organise another course during September or October 2010.

6.6 Beacon farm events and farm walks

Between January and the end of May there have been a total of 21 events held on beacon farms across the key target counties (see Annex 4).

During March several beacon farms hosted local launch events and from then onwards they have hosted a number of informative farm walks. These events have all been based on the nationally developed training package, where attendees have received a background introduction from a member of the LLG, followed by a farm walk with talks from experts on resource protection, farmland birds and farm wildlife.

Events held on the Campaign were mainly attended by farmers who were joined by advisers and delivery partners and 988 attendees were recorded during this period. LLGs have organised over fifteen beacon farm events which are taking place in June and July as this is a key time where farmers are more able to attend events and they start to think about their cropping decisions.

County highlights

Countering the effects of loss of set-aside scheme

It's the Suffolk launch of the Campaign for the Farmed Environment and here to show farmers how and why they should be taking part is farmer Elizabeth Ranelagh, who has been appointed as its regional coordinator and Suffolk CFE chairman, David Barker, whose family's farm at Westthorpe, near Stowmarket, has scooped the prestigious FWAG Silver Lapwing award for its own environmental efforts.



Elizabeth's task, and that of the county chair-men and their deputies and supporters, will be no easy one, as Mr. Barker explains.

"It's quite difficult to get the message out to farmers out there because some of them are on their tractors with their heads down."

The CLA's Rob Wise echoes his sentiments but, like all of the farmer and landowner representatives gathered, he knows that to achieve engagement they must, as failure would mean that conservation bodies could again be arguing for a more stringent version of set-aside to replace the old system now done away with.

East Anglian Daily Times, 17 April



Beacon farm event in Oxfordshire

Over 50 farmers and advisers attended a beacon farm event in Oxfordshire on 20 May. The event was hosted by Lionel Wells and Alistair Welford at Leadenporch Farm in Deddington, Oxfordshire. The day included a farm walk and informative talks by The Arable Group, the Environment Agency and the RSPB

Taking steps to help plants and animals

Around 90 Nottinghamshire farmers at the end of May attended a farm walk at Corkhill Farm, Kirklington to look at the measures taken to enhance farm wildlife and improve biodiversity.

The event at the 500 acre arable farm run by Mr. Bruce Ashworth and his wife, Mrs. Kate Ashworth, was intended to demonstrate ways in which farmers in the county can support and benefit from the Campaign for the Farmed Environment.

Caunton farmer, Mr. Michael Arlington, who is chairman of the Campaign in Nottinghamshire, said: "Being in stewardship not only supports the Campaign for the Farmed Environment but makes sense as well.

"Our walk was aimed at giving important advice on the siting and management of new and existing arable options to maximise potential income for farmers."



Newark Advertiser, 4 June 2010

6.7 Partner and supporter events

Over the past few months it has become apparent that there is definite value in promoting Campaign events using other means such as precision farming themes or piggy-backing on existing events where there is already a captive audience. The range of events where presentations have been delivered on the Campaign include Natural England Environmental Stewardship events, Green Futures meetings, NFU branch meetings, CLA committee meetings, FWAG AGMs, Environment Agency Training Days and National Trust partnership days.

Since January the Campaign has had a strong presence at a wide range of events which have reached around 4000 farmers, around 5% of the attendees have been advisers (see Annex 4). LCCs have attended these events to provide information and advice on the Campaign and on most occasions they have had the opportunity to speak the attendees.

Over the summer the LCCs will be attending local agricultural shows and piggy backing on existing farm walks and partner events.

6.8 Case studies

Over the past six months the LLGs have developed nearly 30 case studies (an example is included in Annex 5) which have been uploaded to the Campaign website and are used by the regional and national press, partners and wider industry supporters.

The image shows two pages from a 'National Farmer' magazine, dated 9-15th June 2010. The pages are titled 'Case Study 1' and 'Case Study 2', both featuring the 'Campaign for the Farmed Environment' logo and 'cereals by Andrew Beart' branding.

Case Study 1: Features Andrew Watts, Farm Manager at East Angles Farm, Norfolk. The text discusses his involvement in the Campaign, his focus on soil health and water management, and the benefits of taking part, such as improved soil structure and increased resilience to drought.

Case Study 2: Features D & H House Farming in West Midlands. The text describes their focus on soil health and water management, and the benefits of taking part, such as improved soil structure and increased resilience to drought.

At the bottom of the pages, there is a list of partner organizations: VELCOURT, agrovista, HGCA, GrowHow, syngenta, and kings. The text states: 'CPE partners are all supporting the trail - NFU, CLA, FWAG, LEAF, AIC, GMCT, AOC, GAAK, Delta, National England, the Environment Agency and the RSPB.'

National Farmer, May 2010

The case studies represent farmers from a variety of environmental management backgrounds. The intention is that they will appeal to and inspire farmers at different stages in the environmental management of their land and evoke interest when events are held at case study farms.

The LLGs have produced a total of 28 case studies (see Annex 5). 82% of the farmers are currently in ELS and 20% are in HLS. Of the 82% in ELS, over 20% continue to have CSS

agreements in place, and over 40% will be renewing their ELS agreement this year. Nearly 20% of the farmer case studies are not in any stewardship scheme; around the same figure will be joining ELS in the near future with one farmer indicating that they will not join a stewardship scheme and will continue with voluntary measures. The most popular options that have been put in place on the case study farms reflect a range of marginal but mainly in-field options from wild bird seed and pollen and nectar seed mixes to grass margins, buffer strips and field corner management. For those farmers whose agreements are due to expire they have indicated that they will select additional in-field options that work best for their holding.

In the future it is hoped that case studies focusing on the three themes will be produced, along with some examples of high profile farmers supporting the Campaign.

6.9 Activity outside of the key target counties

Regional Steering Groups have been established across England and the membership includes the key Campaign delivery partners. These groups are focusing on promoting engagement in non-target areas, to build on national communication efforts. Although there is no specific resource available in these areas for Campaign events or promotional materials there are many events held by the partners at the regional level which are being used to promote the initiative. The range of events where presentations have been delivered on the Campaign include Natural England Environmental Stewardship events, Green Futures meetings, NFU branch meetings, CLA committee meetings, FWAG AGMs, Environment Agency Training Days and National Trust partnership days.

Between October and December there was an under spend in local activity across the funded counties which was used to facilitate a training event in the North West for 30 agronomists and advisers.

7. MONITORING AND RECORDING

Since the Campaigns introduction 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 objectives. This section of the report details the preliminary findings of the various surveys and provides an update of the progress being made against the Campaign's targets.

7.1 Farmer Guide to the Voluntary Measures

The Farmer Guide to Voluntary Measures was sent out to around 46 000 farmers with 10 hectares or more cultivated land on the 31 January. There is a central supply of 5000 guides and 2500 have been distributed to date at events and to adviser and agronomist networks.

7.2 Baseline Survey

A short postal questionnaire was sent to 5,000 farmers with arable¹ land in England on the 20 November 2009. Its aim was to determine the amount of voluntary activity, (broadly comparable with the Campaign voluntary measures) which was already being undertaken by farmers during the 2008/09 cropping year in order to form a baseline for the Campaign.

The survey received a response rate of 60 percent which made the survey statistically robust. The baseline survey indicated that 173, 808 ha of land was being managed as per a brief description of the voluntary measures (farmers were not sent a guide to these until January 2010). The most popular measures undertaken on farmland included overwinter stubbles, grass buffer strips next to watercourses, reverted arable areas and game covers.

¹ The baseline monitoring survey was sent to farmers with 20ha or more of arable land outside of the SDA

Some of the areas of land being managed under the voluntary measures listed in the baseline survey seem artificially high. For example, farmers indicated that they retained 72,866 ha of overwintered stubble in the 2008/09 cropping year until the end of February whereas most farmers would normally have ploughed up the stubble in order to plant a spring crop in January. Similarly it was not made clear in the baseline survey that the 'selective use of spring herbicide' measure required farmers to not apply any herbicide in the autumn. This may have changed farmers' responses if this was made clearer.

Whilst the baseline survey is indicative of the action undertaken by farmers following the abolition of set aside, the Campaign partners are treating the results with a certain amount of caution. Farmers did not have access to the requirements of the Campaign's voluntary measures when the baseline survey was sent, and the baseline year preceded the launch of the Campaign, so farmers could clearly not have any of the Campaign measures in place. For this reason, the baseline survey looked at broadly comparable land management options. In responding to the survey, farmers therefore based their assessments of the activity being undertaken on a small sentence explaining what the measure was hoping to achieve.

The results from the FERA field assessments (see section 7.4) may provide a greater indication about the way in which farmers have completed both the baseline and ongoing monitoring surveys. The Evidence and Monitoring group will consider the findings of the FERA assessments later this year.

7.3 Ongoing monitoring survey

The Campaign's ongoing monitoring survey is an annual postal survey used by the Campaign partnership to assess the level of awareness of the Campaign amongst farmers and growers, and their intentions to participate in the Campaign, and to estimate the amount of voluntary environmental land management being undertaken by farmers in the form of the Campaign's voluntary measures.

Defra has commissioned the Food and Environmental Research Agency (FERA) to complete independent farm monitoring of a small sample of farms in order to verify the results of the ongoing monitoring survey and to determine the environmental outcomes being produced by the voluntary measures.

The first of the ongoing monitoring questionnaires was sent to 5,500 farmers with 10 hectares or more cultivated land on the 15 February 2010. It received a response rate from farmers of approximately 62 percent which is high for a postal survey of this sort. The results from the survey were published by Defra on the 26 May².

FERA is currently carrying out an assessment of a sample of 100 farms to verify the survey results (see section 7.4), and is due to provide an initial report at the end of June. The Campaign's Evidence and Monitoring Group will look at the survey results alongside the assessment work by Fera at its meeting on the 5 July. The following sections detail the results from the postal survey but do not attempt to provide a detailed analysis at this stage.

² Defra. (26 May 2010). *Survey Of Land Managed Under The Campaign For The Farmed Environment 2009 / 10 Crop Year – England*. [Online]. Available from: <http://www.defra.gov.uk/evidence/statistics/foodfarm/enviro/landenvmanage/documents/CFEfeb10.pdf>

7.3.1 Farmer Awareness and Attitudes

Approximately 81 percent of farmers were aware of the Campaign to some extent with awareness being greatest in the East Midlands, North East and Eastern counties. Farmers had mainly heard about the Campaign through the Farming Press and Campaign leaflets. This is perhaps unsurprising when considering that Local Liaison Groups were not in place until the end of January and many of the Campaign's local communication materials were produced after the survey was sent.

In terms of attitudes towards that Campaign the results from the ongoing monitoring survey are not directly comparable to the baseline survey. The baseline survey asked farmers whether they would be 'signing up' to the Campaign but this led to confusion as to how and where they should sign up since there was no mechanism to do this. As a result the ongoing monitoring survey was slightly revised and instead asked whether farmers intended taking any action as part of the Campaign. The results suggested that 25 percent of farmers had already taken action as part of the Campaign and that 57 percent of all holdings intended to take action/further action to support the Campaign.

The results from the survey indicate a need for clear messaging to be delivered from the Campaign partnership to ensure that all farmers know what is being asked of them and how they can participate in the Campaign. Some farmers have indicated that they are fully aware of the Campaign both within and outside of the counties covered by Local Liaison Groups. The Campaign's Evidence and Monitoring group will review the effectiveness of the communication methods utilised to date across the country in order to identify the most effective communication methods for future Campaign messages that motivate farmers to turn their good intentions into action.

7.3.2 Uncropped land being managed outside of an agri-environment agreement

It has recently been agreed that uncropped land will be monitored using the results from the annual Defra June Agricultural Census and not the December survey as previously reported. A question relating to the retention of uncropped land was also included within the ongoing monitoring survey to act as an indicator as to whether farmers are retaining this land in order that the Campaign can best influence farmer behaviour.

The results from the ongoing monitoring survey indicate no significant change in the area of uncropped land from that recorded on the baseline survey. Please see section 7.6 for details of progress against the uncropped land target.

The Campaign partnership received many questions from farmers who were concerned that if they adopted a Campaign voluntary measure on their uncropped land, that the land would no longer count towards the uncropped land target, with the risk that this target would not be met. Following consultation with Defra, the Campaign issued a revised 'frequently asked question' document in May 2010 to outline to farmers which of the voluntary measures would also be considered 'uncropped land' and to allay fears that contributions were not being counted.

7.3.3 Campaign Voluntary Measures

The ongoing monitoring survey indicated that 144,109 hectares of land are being managed in one of the Campaign voluntary measures. The most popular measures are the Overwintered Stubbles and Reverted Arable Land options which is perhaps unsurprising since these most resemble former set aside land. FERA's field assessment work will help to verify these results and assess the extent to which farmers have followed the management prescriptions for the Campaign's voluntary measures.

The baseline figure for the area of land under the Campaign's voluntary measures is 174,000ha (as at November 2009) and the Campaign's target is to increase the baseline by a further 30,000ha. Whilst there is an apparent decrease in the areas of land under these measures this may be because the baseline survey asked about all land that was under management similar to the Campaign's voluntary measures, whereas the recent monitoring survey asked about land which was being managed under these measures explicitly as part of the Campaign. There is a risk that some farmers do not consider themselves as participating in the Campaign and/or who continue to carry out the measures recorded in the baseline but not under the exact requirements of the Campaign, which could explain this decrease. The Campaign's Evidence and Monitoring group will work with Defra to consider what changes might be needed in next year's monitoring programme to help address this discrepancy.

The Campaign's Steering Group has recommended that Voluntary Measures be promoted more widely in the months ahead.

7.4 Field Assessments

FERA has been commissioned to complete field assessments for the Campaign during 2010-2012. The objectives of the field assessments are:

- a) To assess farmer attitudes and awareness of the Campaign, including monitoring farmer intentions for subsequent years to assess future potential of the Campaign;
- b) To verify that farmers have put in place the options they claim to have adopted
- c) To assess the quality of the environmental management and resulting habitats and features, for options implemented as part of the Campaign and also those that were already present in the baseline,
- d) To assess the likely extent of delivery of environmental benefits from options, both those already put in place and those intended

A sample of 100 farms was selected from those who responded to the ongoing monitoring questionnaire. The first phase of the FERA survey work is expected to report at the end of June with a subsequent report expected in September.

Initial results from the FERA field work have indicated that only eight (10 percent) of the 83 farms visited were implementing voluntary measures in response to the Campaign. Only 20 percent of those visited had completed the ongoing monitoring questionnaire accurately in terms of land management similar to voluntary measures. Some farmers had not recorded uncropped land or measures that they were undertaking on their land which would have fulfilled the requirements of the voluntary measures. Similarly some farmers had indicated that they had adopted voluntary measures which were not present on their land.

Overall, 80 percent of farmers interviewed thought they were participating in the Campaign, however there was a substantial amount of confusion about what constituted participation. Some with ES agreements, but with no in-field options, thought they were participating in the Campaign. Many thought they were contributing with uncropped land or management corresponding to voluntary measures, but often they had not read the management requirements.

Almost all farmers were supportive of the aims and approach of the Campaign, although a small number were not in favour of the approach. Positive comments centred around avoidance of cross compliance and also environmental benefits. Negative issues included unnecessary duplication of existing schemes, concern that some farmers will not participate and lack of understanding about what is required of farmers.

Some of those not undertaking voluntary measures were significantly in excess of the points requirement in their ELS agreement. However, not all of these agreements included in-field options.

There was a high level of awareness of the Campaign themes (although slightly lower for resource protection than for birds and wildlife) and most ways of participating. However only around one third of those questioned were aware of various sources of advice. Farmers had most frequently received information from the voluntary measures booklet and the farming press. However, many had read little of the booklet and press articles lacked detail. Only a very small number had received specific advice on choosing measures, largely from Natural England/FWAG and in conjunction with ES renewals. The overall impression was that meetings and individual advice were the most useful methods of influencing behaviour.

The most common voluntary measures recorded on farm visits were grass buffer strips alongside water courses, reverted arable areas, overwinter stubble and game strips. Many had put margins in place to satisfy LERAPS requirements or to simplify access. Overwintered stubbles were commonly in excess of ELS agreements because farmers would only enter the minimum area of stubbles on the farm into an agri-environment agreement to ensure they would meet the requirement each year, despite variation in rotation and weed burden. There was no distinction between game cover and a wild bird mix.

Most features recorded as voluntary were baseline features and around two thirds did not meet the red box requirements.

Very few suggested that they would change the management of land corresponding to voluntary measures, although some did indicate that changes would be considered if there were environmental benefits. However, most were unaware of the management requirements and would not necessarily seek to make changes on the basis of the information that they had received.

FERA's verification visits have identified a number of issues surrounding communication of the Campaign objectives and requirements to farmers. Whilst farmers are largely supportive of the Campaign objectives they are unclear as to what constitutes participation. The Evidence and Monitoring group will be discussing the results of the FERA study and the ongoing monitoring survey in July. The Campaign's Delivery Group will also want to consider what the results of the monitoring survey and FERA's assessment mean for how the Campaign is communicated to farmers, and particularly how the voluntary measures are promoted and explained.

7.5 Overwinter stubbles

As reported in the Campaign's interim report (July – December 2009), the baseline for overwinter stubbles was to be based on information collected in the 2010 Farm Practices Survey (FPS). The area of overwinter stubbles recorded on the 2010 FPS was 329,000 hectares. However this is not directly attributable to the Campaign because:

- FPS stubble areas include maize and crops residues which are not eligible for inclusion in the Campaign's stubble voluntary measures
- The stubble areas which are part of the Campaign measures cannot have had any pre-harvest desiccants or post-harvest herbicides applied while the areas recorded on the FPS have no such restrictions
- Stubble areas which comply with the Campaign's voluntary measure requirements have to be retained until the end of February while those included in the FPS survey have no time restrictions

This area under a more general definition of overwinter stubbles provides a useful indication of the scope for bringing more overwinter stubbles under appropriate environmental management so as to meet the Campaign's requirements.

Overwinter stubbles were also monitored through the baseline and ongoing monitoring surveys for the Campaign. This is shown in Table 2 below:

	Baseline Survey		Ongoing Monitoring Survey	
	Total area (ha)	95% confidence interval	Total area (ha)	95% confidence interval
Overwinter stubble followed by spring/summer fallow	13, 797	± 3,715	14,001	± 3968
Overwinter stubble	72,866	± 11, 541	60, 647	± 10,027
Overwinter stubble - optional for vulnerable soils	5,774	± 2,368	2,897	± 2,083

Table 2. Area of overwinter stubbles being managed as per the Campaign's voluntary measures

7.6 Uncropped land

The 2009 June Survey reported that 230, 900 hectares of uncropped land had been retained. The question on the June survey asked farmers to record areas of wild bird cover and game cover for the first time which may explain part of the 44.8 percent gain in the uncropped land figure. Organisations including the CLA and the NFU were also asking members to retain and record their uncropped land following the abolishment of set aside.

7.7 Entry Level Stewardship and Agri-environment schemes

The Campaign has two targets concerning Environmental Stewardship. The first relates to doubling the uptake of key Entry-Level Stewardship (ELS) in-field options by approximately 40,000 ha whilst the second target is to help Natural England achieve their target of 70% of farmland (measured in Utilisable Agricultural Area – UAA) in an agri-environment agreement by March 2011.

Natural England has confirmed that 3,120 ELS agreement holders had reapplied for the scheme by mid-June. This is approximately 61 percent of those expected. This will have an impact on the UAA target that the Campaign is seeking to help Natural England achieve.

It is too early to be sure why farmers have not yet renewed their agreements but it could be because of impacts due to Rural Land Register (RLR) maps being incorrect or received late. Another reason may be that farmers need to apply two months before their chosen start-date so for August agreements this would be 1 June 2010 which was only two weeks after their Single Payment Scheme (SPS) application would have been submitted. The SPS application form was amended this year and resulted in many farmers having to spend time to check the form and complete the information. Similarly land agents tend to take holiday once SPS forms have been submitted and this may mean that some applications have been delayed.

Natural England wrote to all customers who had an expiring ELS agreement in 2010 and asked whether they intended to renew. 82 percent of the respondents indicated that they would be renewing their agreements.

Natural England provides monthly update reports to the Campaign partnership in order that they can monitor the uptake of in-field options within ELS agreements. The report breaks down the information to a county level in order to better inform Local Liaison Groups about progress against the Campaign's targets within their area. The monitoring report currently details the amount of in-field options in 'live' agreements and cannot provide indications about the in-field options being adopted within the ELS agreements being renewed.

The monitoring shows that approximately an additional 3000 hectares of in-field options have been adopted within new ELS agreements since the Campaign was announced in July 2009. This figure is expected to grow as farmers start renewing their ELS agreements. The most popular in-field options to date include EF1 - field corner management (50 percent of agreements), EF2 - wild bird seed mixture (24 percent of agreements) and EF4 - pollen and nectar mixture (14 percent of agreements)³. The figures also show that although some options have been lost from the scheme, namely wild bird seed mixtures and pollen and nectar mixtures on set aside land, the increase in their equivalent options is significantly higher than that being lost.

7.8 Farmer Attitudes to the Campaign

In addition to the farmer attitudes aspects of the Campaign captured by the ongoing monitoring survey and the FERA field assessments the Campaign has a target to promote participation in the Campaign by those farmers outside agri-environment agreements. It has an aim of engaging 20 percent (June 2010), 40 percent (June 2011) and 60 percent (June 2012) of those farmers.

The results of the annual monitoring survey suggest that 23% of farmers who are not in an agri-environment agreement have already taken action in response to the Campaign, and that 53% (of farmers not in an agreement) intend to take action or further action.

7.9 Summary of progress against Campaign targets

Since the adoption of the Campaign in July 2009, the Campaign partnership has worked hard to establish monitoring procedures for the various elements of the Campaign. This has included the establishment of the voluntary environmental management undertaken by farmers prior to the Campaign to form a baseline, developing a method of ongoing monitoring of this management and establishing mechanisms to assess progress towards the various ELS targets. The partnership has also worked hard to ensure that every farmer with cultivatable land has access to the requirements of the Campaign voluntary measures through a specially developed farmers' guide.

The results from the various surveys to date show that farmers are engaged with environmental management both within and outside of agri-environment schemes and are broadly aware of the Campaign and its objectives, however there is still confusion in the wider industry about what farmers need to do in order to participate in the Campaign and a need to translate good intentions into action on the ground.

When considering progress against the Campaign targets, there is a mixed picture as detailed in Table 3. It would appear that the area of uncropped land has been achieved although the challenge will be to encourage farmers to retain this. Renewal of agreements into ELS has started and there are indications that renewal rates will be high which suggest that progress towards a 70 percent UAA coverage may be achievable. However it is not clear as to whether those farmers who have renewed their agreements have adopted the key in-field options that count towards the Campaigns targets and ultimately are needed to deliver the environmental outcomes expected.

³ N.B This includes all ELS agreements not just ELS agreements with arable/mixed farming holdings able to participate in the Campaign

In terms of the Campaign voluntary measures there are a number of issues. The baseline for overwinter stubbles is yet to be identified and there are some areas of the baseline and ongoing monitoring surveys which cannot be compared. Early indications from the FERA field assessments show that farmers are unclear about what constitutes a Campaign voluntary measure and are either not recording work currently being completed or are not following the essential requirements of that which is recorded. The Campaign steering group has already concluded that greater promotion surrounding the Campaign voluntary measures is needed and both the Evidence and Monitoring Group and Delivery Group will be considering what needs to be done on this issue.

As indicated above, some of the surveys will need further assessment and refinement over the next few months in order to address anomalies. The Evidence and Monitoring group will undertake this work in conjunction with Defra. This will include:

- Consider what scope there is to revise the on-going monitoring survey to facilitate more meaningful comparison with the baseline survey results, without greatly increasing the respondent burden.
- Using results from the FERA field assessments to determine whether the current monitoring system in place for the Campaign voluntary measures is sufficient.
- Consideration of how to establish a baseline for the Overwinter Stubble measures within the Campaign.
- Investigation with Natural England to determine whether an early indication of ELS in-field options can be provided (currently there is a two month delay from submission of applications to the applications becoming live and the in-field options being monitored) so that there is time to address any issues.
- Reviewing how to assess whether farmers who have not historically engaged with environmental management, are as a result of the Campaign.

It will be the responsibility of the Delivery Group to develop mechanisms to influence any changes in farmer behaviour needed as a result of the Campaign monitoring.

In conclusion, the Campaign partnership has made good progress in developing monitoring methods that allow them to assess the progress being made against the Campaign targets. Some of the monitoring methods need further refinement and consideration particularly in reference to the Campaign voluntary measures but good progress has been made in raising farmers' awareness of the objectives of the Campaign and encouraging entry/renewal into the ELS scheme as well as the retention of uncropped land. The Campaign partnership is aware the next 12 months are critical to ensuring the Campaign is understood by farmers and that progress against the targets is essential. They will continue to promote the ELS measures but will increase the amount of promotion surrounding the Campaign's voluntary measures.

Campaign Target	Progress	Comments
Double the uptake of key Entry-Level Stewardship (ELS) in-field options from the 1st July 2009 level by approximately 40,000 ha	As of 1 June 2010 – there is an additional 2,969 ha of land being managed in an ELS infield option	Whilst the increases in in-field option uptake may seem small, this does not yet take account of the ELS agreements which are renewing. The Campaign will have a better understanding of trends in uptake by the end of 2010.
Help achieve Natural England's target of 70% of farmland (measured in Utilisable Agricultural Area – UAA) in an agri-environment agreement by March 2011	June 2010 – 69.5 percent of England's UAA is covered by an agri-environment scheme.	The Campaign has concentrated on encouraging farmers to enter ELS or to renew their agri-environment schemes as these expire. Natural England has received 3120 applications to renew ELS agreements which is approximately 61 percent of agreements due to expire at the end of July. This will obviously have an impact on the amount of land covered by an agri-environment agreement. The Campaign will continue to promote ELS to help Natural England achieve their UAA target.
Retain and increase the area of uncropped land from the 1 January 2008 baseline by 20,000 ha to 179,000 ha	The 2009 June survey has reported that 230,900 ha of uncropped land was retained on farms. This is an increase of 44.8 percent on the baseline	Whilst this target is met at present, the Campaign will continue to ask farmers to retain this land and promote the environmental benefits it provides.
Seek to improve the environmental management of at least one third of the uncropped land		This target has not yet been defined. The Evidence and Monitoring group have been tasked with defining this target.
Increase the area of land managed voluntarily⁴ under Campaign Voluntary measures by 30,000ha above baseline levels with a shared commitment to try to go beyond this towards 50,000ha	144, 109 ha of land has been recorded as being managed within one of the Campaign's voluntary measures. 173,808 ha of voluntary land management was recorded as part of the baseline	Due to uncertainties over the monitoring of the baseline and also reports from FERA that farmers do not understand what contributes to a Campaign voluntary measure, it is not possible to accurately report on the amount of voluntary activity being undertaken as part of the Campaign at this time. The Evidence and Monitoring group will provide an interpretation

⁴ i.e. outside any agri-environment scheme

		of the ongoing monitoring survey and FERA field surveys within the Campaign's 2011 interim report.
Promote participation in the Campaign by those farmers outside agri-environment agreements with an aim of engaging 20% (June 2010), 40% (June 2011) and 60% (June 2012) of those farmers	The results of the annual monitoring survey suggest that 23% of farmers who are not in an agri-environment agreement have already taken action in response to the Campaign, and that 53% (of farmers not in an agreement) intend to take action or further action.	The Evidence and Monitoring group will consider whether this data is sufficient to monitor this target.
Encourage farmers and land managers to take up voluntary measures which have the greatest environmental value	ELS Training and Information Leaflets have been jointly developed by Natural England and the Campaign partnership to encourage farmers to consider how to manage land to maximise the environmental outputs alongside their business aims. This includes both choice and location of the ELS option/voluntary measure.	This target has not been defined and so cannot be accurately reported against. It is felt that all environmental measures (including ELS and Campaign voluntary measures) being promoted through the Campaign have environmental value. The extent of this value will vary depending on what the local priorities are and on the land management currently adopted on the farm. The Campaign promotes messages about picking the right option in the right location i.e. identifying a farm's specific environmental priorities and choosing ELS options and/or voluntary measures to respond to these.
The Campaign will ensure that an appropriate training package for agronomists and farm advisers is developed by December 2009. At least 500 agronomists and advisers will receive this training by March 2010 and at least an additional 1000 by December 2010	A training package has been developed for advisers and agronomists. This is registered with BASIS and NRoSO. This training package was delivered by the Campaign nationally to 120 agronomists and advisers at seven events between November and March. Key partners and agronomy companies have also delivered in house briefing sessions based on the training package to 2343 advisers and agronomists.	Many agronomists and advisers will have received the Campaign messages on more than one occasion. Moving forward there will be more centrally organised events from the autumn onwards and in-house briefing sessions.

Table 3. Progress against the Campaign targets

8. EMERGING ISSUES

As the Campaign has developed the results of the monitoring surveys and feedback from farmers, advisers and partners highlight some issues which the partners are working together to address.

8.1 Clarity of message

The results from the monitoring of the Campaign indicate a need for clear messaging to be delivered from the Campaign partnership to ensure that all farmers know what is being asked of them and how they can participate in the Campaign. The Evidence and Monitoring group will review the effectiveness of the communication methods utilised to date across the country in order to identify the most effective communication methods for future Campaign messages. The Campaign partners will also continue to promote the ELS measures but will increase the amount of promotion around the voluntary measures to ensure that the area of land managed voluntarily under the voluntary measures increases.

8.2 ELS 6m buffer strips

As the Campaign has developed, several partner organisations, as well as a number of farmers, have suggested that the new ELS options EE9 and EE10 (6m buffer strips alongside water courses) should be included in the list of measures promoted by the Campaign.

During the development stages of the Campaign, the options and targets were discussed at length. A decision was taken to include the following ELS resource protection measures:

- EF1 Management of field corners
- EJ5 Grass areas to prevent erosion and run-off
- EJ9 12m buffers alongside temporary and permanent water courses
- EJ13 Winter cover crops

The Environment Agency proposed that EE9 and EE10 - 6m buffers alongside temporary and permanent watercourses - should also be included. But at the time of drafting the Memorandum of Understanding, a decision was taken to exclude these options, in part due to problems in calculating a relevant baseline.

If a way of assessing a baseline can be identified, and a decision is taken by all partners that they should be included, a new target will be agreed.

In addition to the feedback from partners and farmers, there are also a number of other points that now favour the inclusion of the ELS options for 6m buffer strips alongside watercourses as Campaign measures and these are detailed in a paper produced by Natural England and the Environment Agency.

8.3 HLS agreements

Since the launch of the Campaign farmers, advisers, local coordinators and some of the partners nationally have asked whether ELS options detailed in the Memorandum of Understanding can count towards the Campaign targets when applied through an HLS agreement. Local coordinators and advisers are finding it difficult to justify to farmers why identical ELS options applied in HLS agreements do not count towards the Campaign targets. The Campaign partnership is working together to try and find a way forward to resolve this issue.

8.4 Practical issues with the voluntary measures

Since the dissemination of the 'Farmer's guide to voluntary measures' at the end of January feedback from farmers and advisers has indicated there are issues with the practical implementation of some of the voluntary measures according to the essential requirements. The Evidence and Monitoring Group will meet on the 5 July to discuss and review issues associated with the following measures:

- C3 – Reverted arable areas/optional scrub management
- C6 – Overwinter stubble followed by spring/summer fallow
- C7b – Overwintered stubbles – optional for vulnerable soil
- C12 – Pollen and nectar mixtures
- C15 – Enhanced management of SRC

If it is agreed that amendments to these voluntary measures are appropriate an updated electronic version of the guide will be produced for promotion on the website, through the LCCs and partners and in the farming media.

8.5 Capturing all voluntary management

Farmer feedback at events and through LCCs indicates that many farmers want the opportunity to declare the voluntary management that they are undertaking on their holding and that the annual Defra survey only gives a sample of farmers this opportunity. The Programme Office is exploring a range of possibilities to deal with this issue, one of which is an online register where farmers can log their commitment to environmental management as part of the Campaign based on the farm record included in the 'Farmer's guide to voluntary management.

9. FINANCE AND FUNDING

At the end of March the Campaign partnership agreed a Delivery Plan for 2010 – 2011 where the budget was finalised and funding was secured with Defra. In 2010 - 2011 Defra is providing a grant to the Campaign of just over £600k which primarily supports the Campaign's local activities and the engagement of Local Campaign Coordinators.

The claim to Defra for Campaign funding for the period October – December 2009 is detailed in Table A (Annex 6). The difference in the projected costs and actual expenditure during October – December is due to a protracted start up of the Campaign as local liaison groups, local chairs and especially local coordinators were appointed during that period. There was also a high commitment from industry and environmental partners, as well as farmer champions during those post-launch months where meeting or event venues, time and services were often provided in kind.

The claim to Defra for Campaign funding for the periods for January – March 2010 is detailed in Table B (Annex 6). The amount under spent during the previous quarter was carried over to this period and was used to fund activity in the non-target areas and communications activity at Cereals 2010. This table also highlights the commitment from the partners to make the Campaign work at both a national and regional level. During this period the partnership spent around £60 000 managing the Campaign nationally and over £100 000 was spent on regional and county leadership.

Over the past year Defra's financial support for the Campaign has helped drive the initiative forward and continued support will play a vital role in ensuring that the Campaign continues to make good progress and is ultimately a success.

10. CONCLUSION

This annual report demonstrates that since the Campaign's adoption in July 2009, good progress has been made by the governance groups to ensure that the right structures are in place to promote the Campaign messages to farmers and advisers. Funding from Defra and significant resource from the partnership has been vital in the delivering the initiative nationally and on the ground during the implementation phase from January – June 2010.

The Campaign's governance groups have played a crucial role in ensuring that the Campaign is on the right pathway to achieving success, supporting delivery and monitoring progress. Over the next few months the Evidence and Monitoring group recommendations will shape the way in which the Campaign is delivered and potentially monitored during the next phase of activity.

Since the launch of the Campaign a variety of communication tools have been developed in order to meet the need for more detailed information and advice to increase the reach of the initiative and levels of understanding. As demonstrated in the results of the ongoing monitoring survey, leaflets are one of the main awareness raising tools, which reinforces the value of the range of communication materials produced by the LLGs. Across the East Midlands and East of England it has been fed back that postcards have been well received by farmers and it is hoped that all LLGs will follow this example of best practice as a way of simplifying the Campaign 'ask' and increasing participation in the initiative.

The Campaign website has proved to be a popular source of information, especially for advisers and agronomists. Continuing development of the website will aim to encourage increased farmer traffic and act as an online hub for information supporting the Campaign, to bring all activities under one umbrella.

The results of the ongoing monitoring survey demonstrate that the farming press is the main vehicle in which farmers receive information about the initiative. The partners recognise that the links that have been established with the farming press must be continued and that the range of opportunities such as discussion forums developed on the back of the activity at Cereals should be capitalised on in order to clarify issues such as what constitutes participation in the Campaign.

The Programme Office will continue to make the most of promotional opportunities and events including the CLA Game Fair (July) and Tillage 2010 (September) that are attended by farmers and advisers. The value of attending wider industry events has been recognised as they provide opportunities to engage with audiences that might not be as familiar with the Campaign.

Due to the success of the training and in-house briefing sessions for advisers and agronomists the Campaign partners will centrally organise events and there will be more in-house from the autumn onwards to promote the Campaign and report back on progress to date. Resources and advice tools such as the Campaign Q&A will be updated when necessary and if feedback suggests that new resources should be developed the Programme Office with the support of the governance groups will respond to this demand.

Local activity is crucial to the success of the Campaign and during the next phase of activity best practice across the regions will be shared at a meeting in July for Service Managers and a meeting after the summer for local coordinators and chairs. Feedback gathered from the peak period for events, May to July, will inform how messages are delivered on the ground after harvest either through promotional materials and mail outs or at events. The LLGs will look ahead and identify opportunities during the autumn where the Campaign can be promoted and advice provided.

This report highlights that some of the monitoring methods need further refinement and consideration particularly in reference to the take up of Campaign voluntary measures but good progress has been made in raising farmers' awareness of the objectives of the Campaign and

encouraging participation in the initiative. Initial results from the FERA field work have indicated that 10 percent of the farms visited were implementing voluntary measures in response to the Campaign, therefore more work needs to be done in communicating the purpose of these measures and their essential requirements.

As highlighted in this annual report as the Campaign partners are working together to resolve issues as they emerge. The partnership will continue to promote the ELS measures but will increase the amount of promotion surrounding the Campaign's voluntary measures to ensure that the initiative is a success. It is hoped that the proposal to count 6m buffer strips in ELS as a key in-field option contributing to the Campaign targets is progressed and that the partnership find a way forward to address the issue associated with HLS agreements. By the end of July the Evidence and Monitoring Group hope to resolve the practical issues associated with some of the voluntary measures and the Programme Office is developing an online facility for farmers to provide them with the opportunity to promote how they are taking part in the Campaign and capture voluntary management on their holding.

This annual report demonstrates that since the Campaign's adoption in July 2009, good progress has been made to ensure that the right governance and structures are in place to promote the Campaign messages to farmers and advisers. The partnership has made positive steps in developing monitoring methods that allows the assessment of progress being made against the Campaign targets. Funding from Defra and significant resource from the partnership has been vital in the delivering the initiative nationally and on the ground during the implementation phase from January – June 2010. The Campaign partnership is aware that the next 12 months are critical to ensuring the Campaign is understood by farmers and that progress against the targets is essential.

ANNEX 1 – membership of the governance groups

Steering Group membership:

Member	Organisation
Peter Kendall (joint Chair)	President NFU
William Worsley (joint Chair, formerly attended by Henry Aubrey-Fletcher)	President CLA
Andrew Clark	NFU
Corrina Gibbs	CFE Programme Manager
Gareth Morgan	RSPB
Caroline Drummond	LEAF
Steve Tapper	GWCT
Alice De Soer	CAAV
Aileen KIrmond	Environment Agency
David Caffall	AIC
Christopher Price	CLA
Robin Tucker	Natural England
Michael Woodhouse	Natural England
Andy Ormiston	FWAG
Victoria Turner	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
Victoria Brown	Environment Agency
Will Peach/Louise Cavender	RSPB
Jim Egan	FWAG
Iain Glasgow	Defra
Andrew Morris	
Mike Green	Natural England
Andrew Thompson	Natural England
Peter Thompson	GWCT
Nicholas Aebischer	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
Victoria Brown	Environment Agency
Hazel Doonan	AIC
Camilla Puzey	LEAF
Michael Woodhouse	Natural England
Alice De Soer	CAAV
Alex Butler	GWCT
Ian Lindsay	GWCT
Andrew Watson	AICC
Victoria Turner	Defra
Iain Glasgow/Andrew Morris	Defra
Richard Winspear	RSPB

Membership of the Communications sub- group:

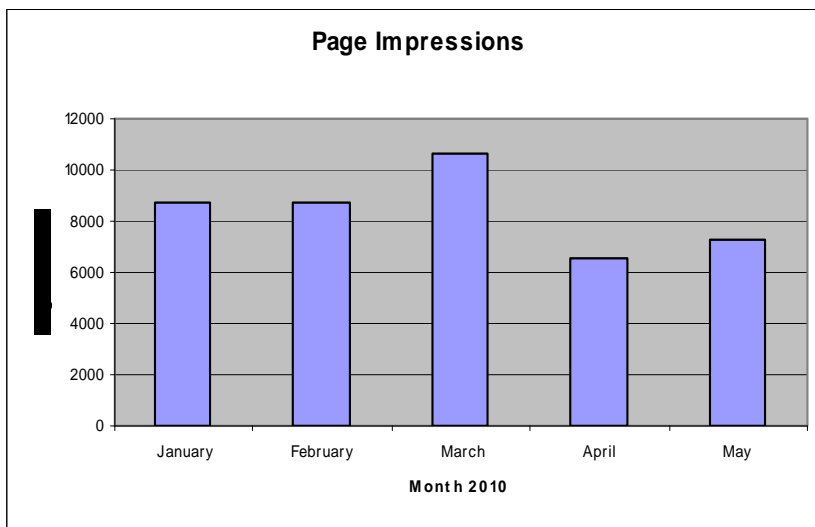
Member	Organisation
Jim Egan/Andrea Graham/Claire Collyer (Chair)	FWAG/NFU/CLA
Corrina Gibbs	CFE Programme Manager
Sarah Whitelock	NFU
Lisa Barker	CLA
Lorraine Domaille	Environment Agency
Geoff Dodgson	AIC
Camilla Puzey	LEAF
Ross Evans/Graham Tibbetts	Natural England
Alice Russell-Hare	CAAV
Morag Walker	GWCT
Andrew Watson	AICC
Nik Shelton	RSPB

ANNEX 2: List of key target counties

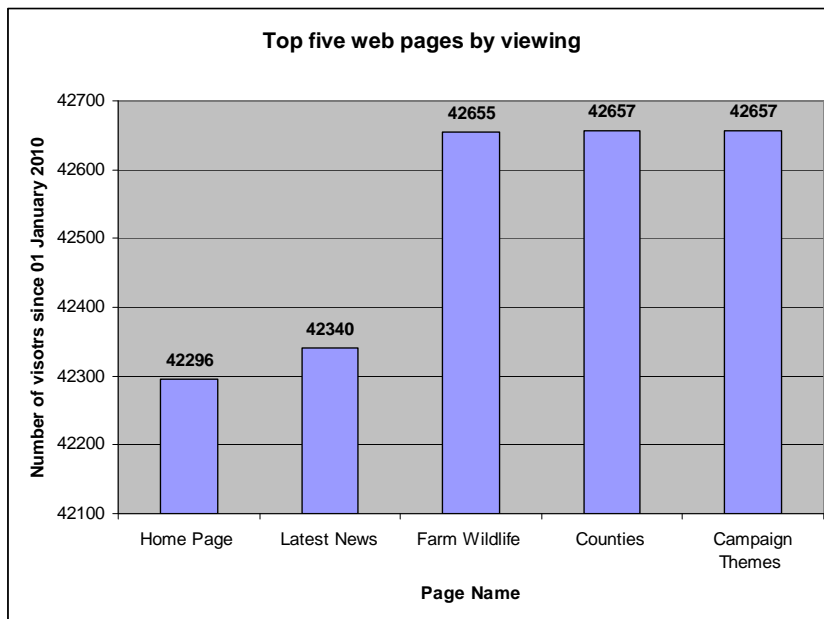
County	Area of arable (hectares)	Percentage cropped
Lincolnshire	392000	77
Norfolk	284000	68
North Yorkshire	218000	36
Humberside/East Yorkshire	212000	76
Suffolk	206000	69
Cambridgeshire	192000	78
Essex	176000	71
Hertfordshire	60000	62
Bedfordshire	59000	70
Kent	117000	50
Wiltshire	109000	42
Hampshire	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 –website and media analysis

Page impressions per month



Top five pages on the website



ANNEX 4 – Attendance and range of events

Event type	Attendee number	Feedback (if available)
CFE events		
Launches/farm walks x 6 (Feb – March)	190	97% attendees signed up to objectives of CFE
On farm event in Suffolk (April)	40	
Suffolk one to one event (April)	3	
Partner events		
Natural England ES events (Feb – March)	420	
RSPB Stewardship events (Feb – March)	20	
NFU farm walk (April)	35	
Other events		
Norfolk and Hertfordshire Farming Conference (March)	100	
UAP Conference (March)	60	
Procam Conference (March)	100	
ADAS event (May)	40	
Herts Show (May)	400	

1. Events in East of England (January – May 2010) Total 1408 attendees

Event type	Attendees
CFE event	
Launch farm event (March)	80
Beacon Farm event (May)	50
Partner events	
LEAF event	71
Natural England ES event (April/May)	200
Other events	
Thame livestock market (April)	100

2. Events in BBO (Jan – May 2010) Total 501 attendees

Event type	Attendees
CFE event	
Launch event (March)	70
Beacon farm event (May)	45
Partner events	
Natural England weed management event (April)	11
Natural England ES events (April/May)	92

3. Events in Kent (Jan – May 2010) Total 219

Event type	Attendees
CFE event	
Launch event (March)	67
Partner events	
SWFBI agronomy day (March)	60
Agronomist meeting (March)	12
Other events	
Rural Business Training Day (April)	30

4. Events in Hampshire (Jan – May 2010) Total 169

Event type	Attendees
CFE event	
Beacon farm walks taking place in June	
Partner events	
NFU branch meetings (March and May)	68
Other events	
Green Futures events (March)	128
National Association of Agricultural Contractors (March)	27
Wildlife Trust meetings (March/April)	111
YFC Annual Rally (May)	57

5. Events in LNR and Derbyshire (Jan – May 2010) Total 391 attendees

Event type	Attendees
CFE event	
Beacon farm walk (March)	25
Partner events	
NFU branch meetings (March - May)	74
Natural England Renewal event	16
Other events	
FWAG farm walk (March)	32
Green Futures events x 5 (March)	300
Lincs Agriculture Society AGM (April)	12
BBRO open day (April)	22
Brown and Co Land Agents meeting	20

6. Events in Lincolnshire (Jan – May 2010) Total 533 attendees

Event type	Attendees
CFE event	
Beacon farm walk (May)	90
Partner events	
Natural England Renewal Workshop (April)	30
Other events	
Newark Show (May)	100

7. Events in Nottinghamshire (Jan – May 2010) Total 220 attendees

Event type	Attendees
CFE event	
Beacon farm event (May)	16
Partner events	
NFU branch meetings (March - May)	70
CLA Warks Committee (April)	16
CLA Warks AGM	40

8. Events in Warwickshire (Jan – May 2010) Total 142

Event type	Attendees
CFE event	
On farm event for land agents and managers (May)	53
Partner events	
Natural England Renewal events x 6 (March - May)	100
SWFBI day for agronomists x 4 (March)	60

9. Events in Wilts, Gloucs and Dorset (Jan – May 2010) Total 213

Event type	Attendees
CFE event	
Beacon farm walk (May)	90
Partner events	
Natural England ELS new entrants meetings (Feb and May)	29
NFU branch meeting (Feb – March)	90
Natural England agents meeting (March)	50
Natural England renewals meetings (March - May)	219
Other events	
NRoSO training event for farmers (Feb)	45
Phoenix agronomy meeting (Feb)	8
Holderness training group meeting for farmers (March)	45
One to one meetings with farmers on ELS renewals and CFE (April)	95
Drop in session at York cattle mart	10

10 Events in East Yorkshire (Jan – May 2010) Total attended 681

Event type	Attendees	Feedback (if available)
CFE event		
Regional launch (March)	70	
Farm walk, Northallerton (May)	45	88% signed up to objectives of CFE and 100% will recommend CFE farm walks to others
Farm walk, South Yorkshire (May)	54	100% signed up to objectives of CFE and 100% will recommend CFE farm walks to others
Partner events		
Natural England Renewal event (March)	50	
Natural England land agents meeting (March)	15	
ELS new entrants meeting	35	
EA/FWAG farm walk (March)	25	
EA Common Ground workshop (March)	45	
EA/FWAG event at Maltby Grange	58	
Other events		
Farmer ELS renewal meeting at Askham Bryan College	35	
National Park estates meeting for land agents (March)	40	
NVZ meeting (March)	40	

Wold Newton farmer discussion group (March)	15	
DKG cop protection meeting for agronomists (March)	11	
York, Marr and South Yorkshire farmer meetings (April)	48	
CFE drop in session at York and Thirsk auction marts (May)	30	

10. Events in North and South Yorkshire (Jan – May 2010) Total attended 616

ANNEX 5 – case studies

Region/country	Type of farm	ELS	HLS	CSS	ELS/HLS due for renewal 2010	Joining ELS	Voluntary management
Hampshire	Mixed	Yes	Yes	No	No	No	Yes
	Arable	Yes	Yes	No	No	No	No
Kent	Mixed	Yes	Yes	No	No	No	Yes
BBO	Arable	Yes	Yes	No	No	No	Yes
	Arable	Yes	No	No	No	No	No
Wiltshire	Mixed	No	No	Yes	No	Yes	Yes
	Mixed	Yes	Yes	No	No	No	Yes
East of England	Arable	Yes	No	No	Yes	No	No
	Mixed	No	No	No	No	Yes	Yes
	Mixed	Yes	No	No	Yes	No	Yes
	Arable	Yes	Yes	No	No	No	Yes
	Arable	Yes	Yes	No	No	No	Yes
	Mixed	Yes	Yes	No	No	No	No
	Arable	No	No	Yes	No	Yes	No
	Arable	Yes	Yes	No	No	No	Yes
East Midlands	Mixed	Yes	Yes	No	No	No	No
	Arable	Yes	No	Yes	Yes	No	No
	Hort	No	No	No	No	Yes	Yes
	Arable	Yes	No	Yes	Yes	No	Yes
	Arable	Yes	No	No	Yes	No	Yes
Warwickshire	Arable	Yes	No	No	Yes	No	Yes
	Mixed	No	Yes	No	Yes	No	No
South Yorkshire	Arable	Yes	Yes	No	No	Yes	No
	Arable	No	No	No	No	No	Yes
North Yorkshire	Mixed	No	No	No	No	Yes	Yes
	Arable	Yes	No	No	Yes	No	Yes
East Yorkshire	Arable	Yes	No	No	Yes	No	Yes
	Arable	Yes	No	No	No	No	Yes



The Campaign for the Farmed Environment is encouraging farmers and land managers to voluntarily adopt land management practices that will retain and exceed the environmental benefits that used to be provided by set-aside. There is a range of voluntary management measures or ELS options that you can adopt on your farm to benefit the environment, whilst at the same time being agronomically practical.

Name: Richard Hardy

Region: East Yorkshire

Farm: Grange Farm, Wetwang

Size: 173 ha (427 ac)



Background

Grange Farm is a tenanted farm situated just north east of Wetwang and supports a typical Yorkshire Wolds rotation of winter wheat, winter and spring barley, winter oilseed rape and vining peas. I farm single handedly, sharing work and resources with a neighbour during busy times.

What environmental management do you already undertake on your farm?

I joined ELS in April 2008 and so didn't benefit from management plan points. All ELS points come from boundary and in-field options; hedgerow management, and overwintered stubbles feature heavily, but I've also used the beetle bank option to reinstate boundaries between fields and create wildlife corridors.

Areas of nectar flower mixture and wild bird mix and two and four metre margins make up the rest of the points required. A total of 2.5 hectares were taken out of production in 2008, but I think I will reduce my reliance on overwintered stubbles when I renew ELS, taking advantage of awkward corners and more wild bird seed mix areas to make up points.

A VFA bird survey in 2008 identified corn bunting on the farm and I am keen to target options towards this species if possible. Lapwing and skylark are also present in good numbers and I would like to work to maintain or increase numbers if possible.

We've had a really good take of our wild bird mix areas and I've sown the grass margins and nectar flower areas down with some interesting mixes; slower growing, shorter grasses and grass/flower mixes consisting of vetches, phacelia and sainfoin. These mixes were a lot more expensive in terms of seed, but it's paid off with easier management and a more satisfactory end result.

How will you be/are you taking part in the Campaign?

By continuing with ELS and by recording voluntary measures where appropriate; most years the farm has in excess of the 20 ha of overwintered stubble needed for the ELS agreement. By managing the balance in line with CFE guidelines I can make a significant contribution to the campaign. Also as chairman of the Drifffield branch of the NFU I will be helping to promote the Campaign through farm walks and through contact with other local farmers.

Will you be using an adviser?

Probably not to help fill in the form. The ELS at Grange Farm doesn't come up for renewal until 2013 and it was relatively straightforward - I even managed to submit it online, which made the whole process a lot less time-consuming. As we grow peas on contract for Bird's Eye as part of their biodiversity policy we had a visit from Martin Phillips of FWAG and this helped form the basis of my initial agreement. I also plan to have the VFA bird survey repeated in 2011 to monitor progress of the existing scheme.

What are the benefits of taking part in the Campaign?

Participation in ELS is key to the campaign and we've shown at Grange Farm that you don't necessarily need the management plan options to put together a viable and cost-effective ELS agreement. The campaign has also helped to focus on specific options to produce more targeted ELS and voluntary options for those farmers who want to encourage particular species.

How does undertaking voluntary management fit in with your farming business?

We've always done a fair bit of hedge and tree planting and aim to use 250 or so hedge plants a year gapping up and replacing field boundaries. I think it is part of maintaining the environmental value of the farm and investing in the future.

What is driving you to take part in the Campaign?

Apart from the obvious financial reasons for setting up an ELS agreement - £30/hectare can't really be ignored in today's financial climate - I think it's important we try to avoid having compulsory measures imposed upon us and that voluntary measures are more likely to have a better outcome.

ANNEX 6 – Finance and funding

TABLE A. Campaign expenditure and funding for the period October – December 2009

Area	Activity	Quarterly output	Total expenditure (£)	Defra contribution (£)
National Project Management	National Campaign Coordinator	3 months project management ⁵	10000	0
	National Steering Group	1 meeting @ £800/day ⁶	800	0
	Delivery Group	2 meetings @£800/day	2400	0
	Delivery sub-group	1 meeting @ £800/day		
	Evidence sub-group	1 meeting @£800/day	1600	0
	Evidence sub-group	1 meeting @£800/day		
	Management of Campaign and input to CFE consultation	Attending 4 Campaign mtgs; Campaign coordination; management time and subsistence ⁷	40000	0
Communications	Campaign logo and leaflets	CFE logo development and design templates ⁸ 20,000 national leaflet print run	90000	0
	Website development	Web editor development costs @ £400/day 30days	12000	0
	Media coverage (includes house magazines and trade press)	Assuming 8 full page equivalent editorial/analysis £1000/page	8000	0
	National Launch⁹	1 national launch, launch materials, refreshments etc at £3500	4000	0
Local Campaign Project	Industry Partner Regional and County Leadership	Establish Campaign partnership in 17	100 000	0

⁵ Grade 7 salary plus pension, on-costs, recruitment = £40K/year plus expenses

⁶ Meetings @ £500/day (includes Litepro) refreshments @£15/head = £800/meeting (av.20 attending)

⁷ CFE Industry Partner Management steering Group weekly liaison at £5000/quarter plus additional establishment time (i.e local coordinator procurement: Defra budget agreement)

⁸ Logo development – Logo Briefing and Development meetings with NFU design/comms team (4 @ £1000/meeting); Mock up designs 12 @ £1000; National Leaflet Development meetings (5 @ £1000); CFE Business card/letterhead/stationery 20 counties @ £500; National CFE leaflet print, deliver and disseminate @ £20,000 (includes provision of £5000print cost). Plus £20,000 contingency

⁹ To include letter invites to 80 national and regional invitees (Draft, agree, postage @£5/head) £400 , catering @£10/head (£800), launch materials (pull ups -£500), presentations, event folder £500), Litepro hire (£200), Room hire (@£500), NFU/Church Farm preparation (2 people@£300/day) £600

Management		LLGs by end December 09 ¹⁰		
	Partner Regional County Subsistence (travel and food)	Min of 17 meetings across country ¹¹	3000	1500
	Regional Agronomy briefing sessions	4 regional briefing sessions for county partners ¹²	8000	4000
	County Coordinators - remuneration	Appoint 15 LCCs equivalents – 270 LCC days (based on 1Nov – 31Dec 9 weeks in 15 x local campaign PT coordinators @ £300/day 2 days a week)	13595.25	135695.25
	County Coordinators – selection and recruitment	Select and contract 15 LCCs (search, interview and selection) @£1000	857.20	426.35
	County Chairs – subsistence at meeting	17 meetings	1300	1300
	Local Campaign leaflets	Develop county specific promotional materials ¹³	20000	20000
	Local Communication and Activity plan	2 draft plans by December 09	0	0
	Demonstration/Beacon farms	Deliver 15 events ¹⁴	1528.40	1528.40
Agronomy training	Agronomy training	5 National briefing sessions ¹⁵	40000	0
	Agronomy syllabus development and delivery	Review meeting in November (£500/day)	5000	0
	Review of current syllabus provision	Formal review meeting	800	
Monitoring and recording	Development, print and distribution of Farmer Guide to voluntary measures	Print ready CFE Farm Record by end November 2009 ¹⁶	6000	0

¹⁰ Based upon 17 Local Liaison Groups being established @£500/day x 6 industry partners 1 meeting in first quarter

¹¹ Based upon 17 LLGs, one meeting with 12 attending £15/head catering plus travel @ £/head

¹² At £2000/meeting -£500 room hire, Catering for 50 @£15/head; Advertising and promotion @£200/event; £500 for 'trainer'

¹³ Expecting to adapt national leaflet to local county circumstances, perhaps 20 target counties @£500/county print run plus delivery and dissemination. Contingency of £500/county for pull ups

¹⁴ 15 events x £550 (including £50 catering) an event (based on county demo farm time @£300 a day and county demo farm venue @£200 a day plus catering which can costs up to £15 a head)

¹⁵ All in kind costs (adviser time £200 for half day session; @ £15/head; trainer time (£500); room hire (£500)

¹⁶ 5 telephone conferences (industry partners preparation and participation £1500); Graduate trainee 10 days design input (@£250); farmer testing (£1000)

TABLE B. Campaign expenditure and funding for the period January – March 2010

Area	Activity	Quarterly output	Total expenditure (£)	Defra contribution (£)
National Project Management	National Campaign Coordinator	3 months project management ¹⁷	10000	0
	National Steering Group	1 meeting @ £800/day ¹⁸	800	0
	Delivery Group	2 meetings @£800/day	2400	0
	Delivery sub-group	1 meeting @ £800/day		
	Evidence sub-group	1 meeting @£800/day	800	0
	Industry partner management of the Campaign	Time preparing and planning for informal and formal meetings ¹⁹	60000	0
Communications	Appoint part-time communications officer		Not in post	Not in post
	Website development	Web editor development costs @ £400/day 30days	12000	0
	Media coverage (includes house magazines and trade press)	Assuming 8 full page equivalent editorial/analysis £1000/page	8000	0
	Promotion around farm record	Using partner channels	10 000	10 000
	CFE activity at Cereals	CFE stand and promotional materials	8000	8000
Local Campaign Project Management	Industry Partner Regional and County Leadership	Meeting across 17 LLGs (at least 2 per LLG) ²⁰	102 000	0
	Partner Regional County Subsistence (travel and food)	Min of 17 meetings across country ²¹	6000	3000
	Regional Agronomy briefing sessions	4 regional briefing sessions for county partners ²²	8000	4000
	County Coordinators - remuneration	15 LCCs equivalents – £300/day 2 days a week)	132600	132600

¹⁷ Grade 7 salary plus pension, on-costs, recruitment = £40K/year plus expenses

¹⁸ Meetings @ £500/day (includes Litepro) refreshments @£15/head = £800/meeting (av.20 attending)

¹⁹ Industry weekly liaison at £5000/quarter plus additional establishment time (i.e local coordinator procurement: Defra budget agreement)

²⁰ Based upon 17 Local Liaison Groups

	County Coordinators – selection	Select and contract 2 LCCs	2000	2000
	County Chairs – subsistence at meeting	34 meetings	3400	3400
	Local Campaign leaflets	Develop county specific promotional materials	20000	20000
	Local Communication and Activity plan	Plans completed by end of March	0	0
	Training of beacon farmers	Development of training package and delivery of event	6100	6100
	Beacon Farm events	Delivery of 15 + events across the key target counties	6722	6722
	Additional local activity	Events in non-target areas	1500	1500
Agronomy training	Agronomy training	National briefing sessions	10000	0
	Agronomy syllabus development and delivery	Review meeting in November (£500/day)	5000	0
	Review of current syllabus provision	Formal review meeting	800	0

²¹ Based upon 17 LLGs, one meeting with 12 attending £15/head catering plus travel @ £/head

²² At £2000/meeting -£500 room hire, Catering for 50 @£15/head; Advertising and promotion @£200/event; £500 for 'trainer'