

Report on the National Workshop in UK

Birmingham, Tuesday 23rd May

Organised by Nick Lewis, Eloise Fresnay, Chris Short and Janet Dwyer CCRI

This report presents the outcomes of the discussions at the PEGASUS WP5 national workshop in the UK. The list of attendees, and the agenda for the day, are presented in the Annex. PowerPoint slides covering the presentations made during the workshop can be found on the [CCRI slideshare](#).

Session 1 – Key findings from PEGASUS case studies

Questions for the discussion:

- *How do public, private and voluntary sectors interact?*
- *How is the provision of public goods / ecosystem services promoted and what is the potential for increasing this?*
- *Who are the key actors, how do they interact and what are the governance arrangements?*
- *Tools, information and data needs – how to capture complexity?*

The main points of the discussion with stakeholders are summarised here.

- It was considered important to recognise that partnerships are at different stages, this is certainly true of the four studied in the UK as they were either emerging or well established. All were operational, whereas other initiatives might be stalled, or only aspirational.
- Trust is seen as a key issue, but there is an interesting link with scale here as well. Is there an optimum level at which trust and scale can be best placed to maximise the multiple benefits?
- Projects are often susceptible to short-termism, this is an issue for funding but also for policy as there is often a cycle to policy around the 5 or 4-year parliaments.
- Important to consider policy as a framework that can be interpreted and implemented locally.
- The complexity of multiple benefit situations is a challenge for policy, as in essence it is a blunt instrument. Policy makers want simple messages that can show VFM and where a benefit can be seen to be flowing back into the sector and its associated Government department.
- Joining up policy is tricky and it has not happened very much, but it is most effective at the local level.
- Promoting institutional structures and showcasing what is possible, should be encouraged. This should include finance options within this as well.
- Land ownership and tenure remain key issues in some parts of the UK, there are a number of different ways of tackling this. This is true in the uplands as the issue of vulnerability is 'existential', despite multiple efforts over many years it persists.



- The role of forestry and woodlands in UK, especially England needs further consideration and innovation in order for the multiple benefits to be realised. At present the area is too small as a proportion of the total rural land area.

Session 2 – Role of ‘Data’ & ‘Tools’ in local decision making

Questions for the discussion:

- Does the map show the agri and/or forestry systems in your country? If not, which ones you are missing?
- If you look to the rules that we used, why do you think the system you’re interested in does not appear?
- Why are these systems relevant in your country?
- Do the links between the factors (type of management, type of crops, biophysical conditions) and the delivery of environmental public goods in your country/region resonate with stakeholders? If not, which links stakeholders think work differently than pictured in the maps and why?

Main points of the discussion with stakeholders:

What links the Pan-European level to the local level?

- Where pan-European data is useful is in highlighting the importance of a particular habitat locally and its significance at the EU level. So while locally the percentage of upland hay meadow might be considered common place, when placed at the European level this is a high proportion of the European and International total. If you can add management intensity to this in the map, then it would add another dimension.
- In the WILD project work has begun to layer data related to different strategic priorities – but these maps don’t show the link with intensity of management, so this is interesting additional information. [See caveat about ground-truthing, below].

Additional layers to consider

- Interest in adding/overlying a) the Areas of Natural Constraint (ANC) designations; b) actual bird populations according to surveys rather than indicator data [but recognise the need for consistency, can Birdlife help here?]
- There are a number of national layers that can be added to this and these are publicly available via the ‘MAGIC’ website www.magic.gov.uk
- What we (local project officer, NGOs and national-level policy makers) also want to know is what ‘could’ be there (the potential), and the marginal cost of getting there.

Positives

- Maps are helpful as a tool to communicate the local situation in the wider context – e.g. hay meadows may be common in the Pennines but in the national/ EU context they are rare and therefore worth conserving.
- Ability to interrogate the individual elements that make up the maps, and replace when more robust data become available. Some of the tiles need to be clearer – what is ‘mixed



system with prevalence for permanent crops’ – seems to be common in Mediterranean but unclear how that links to UK.

Concerns

- Concerns about the potential for maps to be used out of context despite caveats. Is there a way of displaying the caveats more clearly on the maps themselves?
- The calculations behind the scale of management intensity need careful investigation in both forestry and agriculture
- As a result we need to be cautious about what we claim that the maps show. The maps need ground-truthing as issues highlighted may already be being addressed. In the UK the focus on only Habitats Directive or Article 17 habitats means that the map doesn’t show agri-environment policy activity. In the UK there has been a focus to assist more intensive management to deliver ESBOs (e.g. pollen mixes etc.)
- Issues of scale – how does it add value on the ground? At the local level, practitioners know what the farming systems are in greater detail and can link to the strategic objectives. Perhaps the main added value would be to map the different environmental targets and the key ESBOs that apply at the 5km² scale – but the maps don’t currently show this. At present, the maps only really work at the EU scale, as this type of information is available in the same detail and greater resolution at the national /regionally/local scale. It would be interesting to add the management intensity level calculations to this national/regional/local data.
- The last set of slides on farm management intensity and impact on provision of wildlife make an assumption between Habitat Directive (Article 17) areas and intensity of management. If followed through this would only focus upon the marginal uplands. However there is considerable benefit from AECM activity in more intensively managed areas and this is missed by the calculations underpinning the map.
- Given the above there is caution about how these maps are used by policy makers in the Commission – for example one shouldn’t assume policy should be targeted at areas of low management intensity when greater impact can often be achieved and may be required more urgently in more intensively managed agricultural and forestry systems.



Session 3 – Messages for policy and practice

Questions for the discussion:

- What innovations have been used to unlock synergies?
- What kind of support helps to develop synergies?
- Can we learn from other approaches e.g. case studies / elsewhere?

Main points of the discussion with stakeholders:

Innovations

- Getting people together – in order to meet and find out what it is they have in common, rather than what they differ over.
 - Provide a neutral first stage and ensure that you engage early with stakeholders.
 - If everyone has a say, it will help develop trust between individuals.
 - People also more likely to buy in to an initiative if they have been consulted and can then take a sense of ownership.
- Trust is a key aspect and can only be developed from the bottom up. It provides a strong mechanism for resolution of challenges and conflict.
- A key question for local initiatives is ‘what ESBO (e.g. wildlife) do you want to see?’. Open question with no right or wrong answer.
- An acknowledgement that many farmers (or other land managers) may already be doing activities that provide benefits to ecosystem services etc. and go beyond what is typical or normal within agri-environment schemes. There should/could be some form of ‘payment’ in regard to this.
- There are specific schemes already in operation (such as Campaign for the Farmed Environment – a voluntary initiative with free advice) which support existing regulations.
- There is a need to overcome/consider the various conflicts, which can arise between schemes or initiatives that are at odds with each other.
- We need greater dialogue (listening / understanding / communication) between farmers and agencies/environmental NGOs and respect should flow both ways.
- Some agri-environment schemes simply may not work with certain farming systems due to their constraints and specific local situations. The result is that farmers may not engage.
- Those involved should feel that they have a role to play in developing the project and initiative. That they are doing this ‘with you’ rather than it being ‘done to them’. Using the local resource is key, both money/financial resources and knowledge.
- Resilience is key as it links to the three legs of the sustainability stool (social, economic and environmental). Each leg needs to be able to withstand a shock. All agree that the current



approach is broken and needs mending or starting again. This requires innovation in both institutions and governance and the capacity to experiment with:

- Multi-actor approaches
- Multiple decision-making
 - ➔ As a result you may get multiple benefits

- The use of historic environment and landscape features can be a good way to get local actors interested - people are proud of their landscape and historic heritage. It could be used to recreate what was done in the past or to learn from the past to develop the future in a more robust way.
- Communication should be clear, simple, effective and use language understood by all. Listening to what people want according to the different interests and expectations they have. Need to engage the community at all levels.
- Mapping can be effective when using spatial scenarios (maps) that show facts and the current state of play but also time scenarios (showing both future and past). It can be useful to give context to discussions and plans.
- Link into the community is a means of ‘legitimising local farmers’ and innovative actions at the local level need different sorts of people to unlock the synergies and engage wider community. Link between farmers and other people, use local experiments and local examples to make things immediate and tangible.

Support

- The terminology needs to be improved (avoiding jargon) to make it understood by those implementing actions
 - There can be conflicts but also similar objectives between different organisations and/or individuals
- Information provision is important for those implementing measures, concerning the impacts of their action. This will allow them to consider the impacts upon their business and make an informed decision.
- There is an implied relationship change between farmers and regulators – a change in the power relationship (stressing equality and inclusivity) – also an appreciation of who the farmers are, and what they do.
- Sharing experiences is key – too often these projects sit in the darkness, both successful and less successful, when lessons can be learnt from every experience. More exchange will allow the adoption of best practice from others – we shouldn’t be shy in doing this. At a local level people like to listen to people in similar situations to their own e.g. farmer to farmer
- It is important to support and encourage cross-government conversations, there is a synergy in ‘double act’ and collaboration, especially if one department or stakeholder is able to



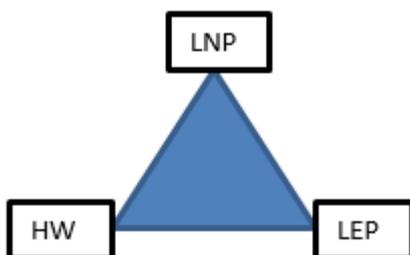
convincingly present the key message of another department or stakeholder. It shows the level of understanding.

- Where appropriate maximise the connections between the local community and farmers and foresters (woodland owners). Where they are both willing this might develop into activity on the ground, e.g. planting hedges or field corners.
- How farmers and forest owners are asked regarding land management activity is critical: ‘Do you know of anyone who might be willing to ...?’ rather than expecting things, means that they feel that they have offered; there is no pleasure in being told ‘you have to do this’.
- Community-Supported Agriculture builds on this approach but is not always well received among farmers. School farms offer a reward to the participants as well as those developing them. Getting a community together takes sustained hard work – it is complex and needs a real focus of attention. Early stage investment in developing this relationship pays off for activities such as 1-to-1 visits and joint site visits to get the cross-interest conversations going.
- The challenge is to provide evidence that funding people is as valuable as funding actions or equipment; and evidence the results. More funding should be given for people showing good results and motivation, for the ones who really need it. Develop farm networks in order to have more funding available for groups (e.g. sharing machinery, spreading good practices among membership).
- Most example discussed support longer term activity. All organizations should push for having long term projects and policies. Idea of a long term plan with intermediate steps (e.g. Short term investment + regulation); build in perspectives of the private sector/ corporates, within longer term funding arrangements.
- There is a need to exploit all the new niches, especially the use of social media, draw upon a combination of skills, and ensure access to business skills (the rural broadband issue is a real barrier to this kind of Knowledge Exchange).
- The role of food industry in supporting agri-environment, promoting a certain level of standards via produce protocols, etc.. Is it possible to raise standards of ESBO provision if the food industry keeps dragging the prices down?
- Mechanism of policy delivery: at the local level, it is important to integrate, not segregate, the three aspects of delivery (economic, social and environmental), how can we join these together in a better way?



Learn from

- '[Burren project \(LIFE-funded\)](#)' – Ireland - Initiative co-designed with farmers, and led locally, delivered locally which gave sense of ownership.
- Suggestion that food networks could be an opportunity to enhance ESBO production via stronger local links between producers and consumers
- SES context is crucial, joining the existing activity together. Some honest sharing in and across sectors using peer-to-peer approach and networks, is vital.
- Professionalism of the advisory sector can help a great deal, but they need to be pushing the cross-cutting aspects as much as possible, rather than pursuing the sole interest of one sector (often the land owner, so agents help them to identify how they can do the least amount of work for the most financial return).
- Need to change the 'business as usual' approach: the innovation bridge is something the system players need to push so that this becomes the norm.
- There are wider approaches in the system now – the Catchment-Based Approach (CaBA) and landscape scale management and a focus on community-based aspects of environmental management. But do these have acceptance beyond Defra, across the sector?
- All these organisations develop their own long term programmes how can they be regroup to have a more efficient repartition of funding for projects which cover several aspects? The Local Nature Partnership framework can be used to develop a stronger connection between different organisations on biodiversity topics. Local Enterprise Partnerships cover commerce and economic development, and health and welfare groups seek to promote local well-being. If these three kinds of partnership could work together effectively at local level, there would be much better scope for holistic and effective ESBO provision.



| Attendees to the PEGASUS WP5 national workshop in UK | | |
|---|--|---|
| Name | Organisation | Type of stakeholder |
| Ian Hodge | Cambridge University | Academic |
| James Le Page | Natural England | Non-departmental public body |
| James Phillips | Natural England | Non-departmental public body |
| Rebecca Waite | Defra | Government Department |
| Jonathan Baker | Country Land and Business Association | Landowners organisation |
| Dr Patrick Thompson | RSPB | Conservation NGO |
| Jenny Phelps | Farming and Wildlife Advisory Group – South West | Land management advisory group |
| Ian Eggington-Metters | City farms and community gardens & Care Farms UK | Farming and community groups |
| Rebecca Barrett | North Pennines AONB | Protected area management body |
| Claire Robinson | National Farmers Union | Agricultural NGO |
| Claudia Carter | Birmingham City University | Academic |
| Veronica Barry | Birmingham City University | Academic |
| Helena Barry | Welsh Assembly | Government |
| Frank Gaskell | Euromontana | Marginal area NGO |
| Laura Tippin | Linking Environment and Farming | Farming organisation and advice |
| Hannah Fluck | Historic England | Non-departmental public body |
| Tom Sherwood | Rivers Trust | River protection, promotion and enhancement |
| Jane Ricketts-Hein | Cyndir Consulting | Rural consultant |
| Claire Fenuick | RSPB | Conservation NGO |
| Kaley Hart | IEEP | Project manager (PEGASUS Team) |
| Eifona Lane | Bangor University | Academic |
| Rob Field | RSPB | Conservation NGO |
| Chris Short | CCRI | Academic (PEGASUS Team) |
| Janet Dwyer | CCRI | Academic (PEGASUS Team) |
| Pete Gaskell | CCRI | Academic (PEGASUS Team) |
| Dan Keech | CCRI | Academic (PEGASUS Team) |
| Nick Lewis | CCRI | Academic (PEGASUS Team) |
| Eloise Fresnay | CCRI | Academic (PEGASUS Team) |



AGENDA

PEGASUS – *Public Ecosystem Goods and Services: Unlocking the Synergies.* National Workshop UK

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| Date: | 23 May 2017 – 10:30-3:30 |
| Location: | Birmingham City University; Millennium Point, Faculty of Computing, Engineering and the Built Environment, Room 494. |
| 10.30 | Arrival & coffee |
| 10.45 | Welcome and introduction to PEGASUS – Kaley Hart, IEEP Aims and outline for the day - Janet Dwyer & Chris Short, CCRI |
| 11.00 | Key findings from PEGASUS case studies (UK & other) <ul style="list-style-type: none"> • Hope Farm, Cambridgeshire – Janet Dwyer, CCRI & Rob Field, RSPB • WILD Project, Upper Thames – Jenny Phelps, FWAG SW & Chris Short, CCRI • Allen Valleys Landscape Partnership Scheme – Pete Gaskell, CCRI & Rebecca Barrett, North Pennines AONB • Care Farming UK – Dan Keech, CCRI & Ian Eggington-Metters, Federation of City Farms and Community Gardens • Selected others (Czech, Estonia, Netherlands, Austria, Italy) – Chris Short, CCRI |
| 12.00 | Questions and plenary discussion – key themes <ul style="list-style-type: none"> • <i>How do public, private and voluntary sectors interact?</i> • <i>How is the provision of public goods / ecosystem services promoted and what is the potential for increasing this?</i> • <i>Who are the key actors, how do they interact and what are the governance arrangements?</i> • <i>Tools, information and data needs – how to capture complexity?</i> |
| 12.30 | Lunch |
| 13:15 | Role of 'Data' & 'Tools' in local decision making - <i>Chris Short</i> |
| 13.45 | Facilitated group discussions (3 groups discussing same topics): <ul style="list-style-type: none"> • <i>What innovations have been used to unlock synergies?</i> • <i>What kind of support helps to develop synergies?</i> • <i>Can we learn from other approaches e.g. case studies / elsewhere?</i> Round-table feedback and discussion |
| 14.50 | PEGASUS next steps, time-line and opportunities for involvement - <i>Janet Dwyer</i> |
| 15:15 | Sum-up, thanks and close – <i>Kaley Hart</i> |

