

RESEARCH & POLICY FOR LAND MANAGEMENT ADVICE

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Rationale for an advice policy

- Land managers and their businesses are of fundamental importance to rural economy & the environment
- Achievement of ‘public-interest’ environmental and economic objectives depends on positive and viable behavioural change
- Incentives & regulation are important – but
- they need to be underpinned by advice that ensures that LMs understand, are motivated & are proficient
- Many sources, types and means of advice – a confusing array
- Elements of market failure on supply and demand side
- Quality / consistency of advice varies



Rationale for an advice policy

Hence, a need for an advice policy/strategy that:

- identifies and prioritises advice needs and objectives
- defines desired outcomes
- considers options for delivery in terms of knowledge transfer methods and value for money
- facilitates co-ordination nationally and locally
- addresses standard of delivery
- takes account of land manager views – not just top down



Recent actions by Defra

- Responsibility for co-ordination and delivery of farm advice programmes transferred to Rural Development Service in 2004 – will amount to £18M in 2006/07
- Advice co-ordination project initiated January 2005 to establish a policy and strategy for Defra funded advice to land managers and their businesses



What is advice?

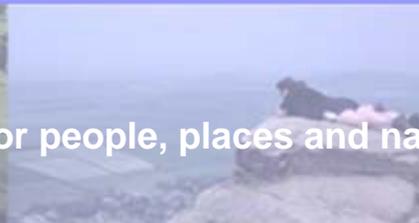
Information → Guidance → Advice

Passive → Active

Paper

Electronic – disk or online

Face-to-face



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Knowledge transfer

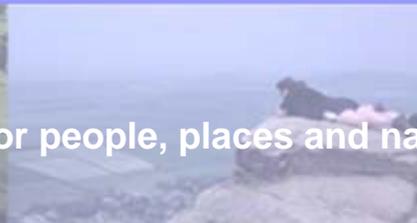
We tend to remember:

- 20% of what we hear
- 30% of what we read
- 40% of what we say
- 50% of what we write
- 80% of what we do

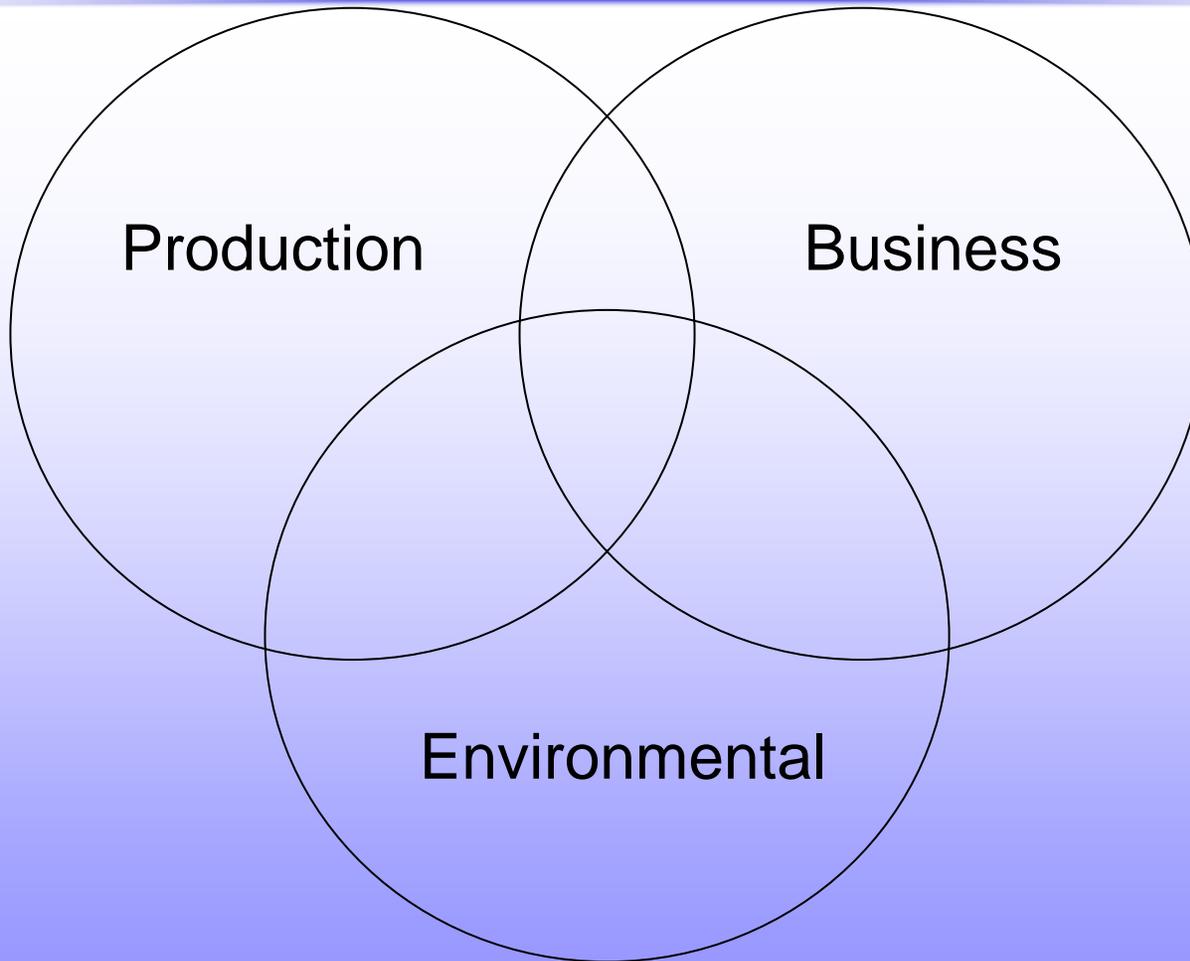


Face-to-face advice

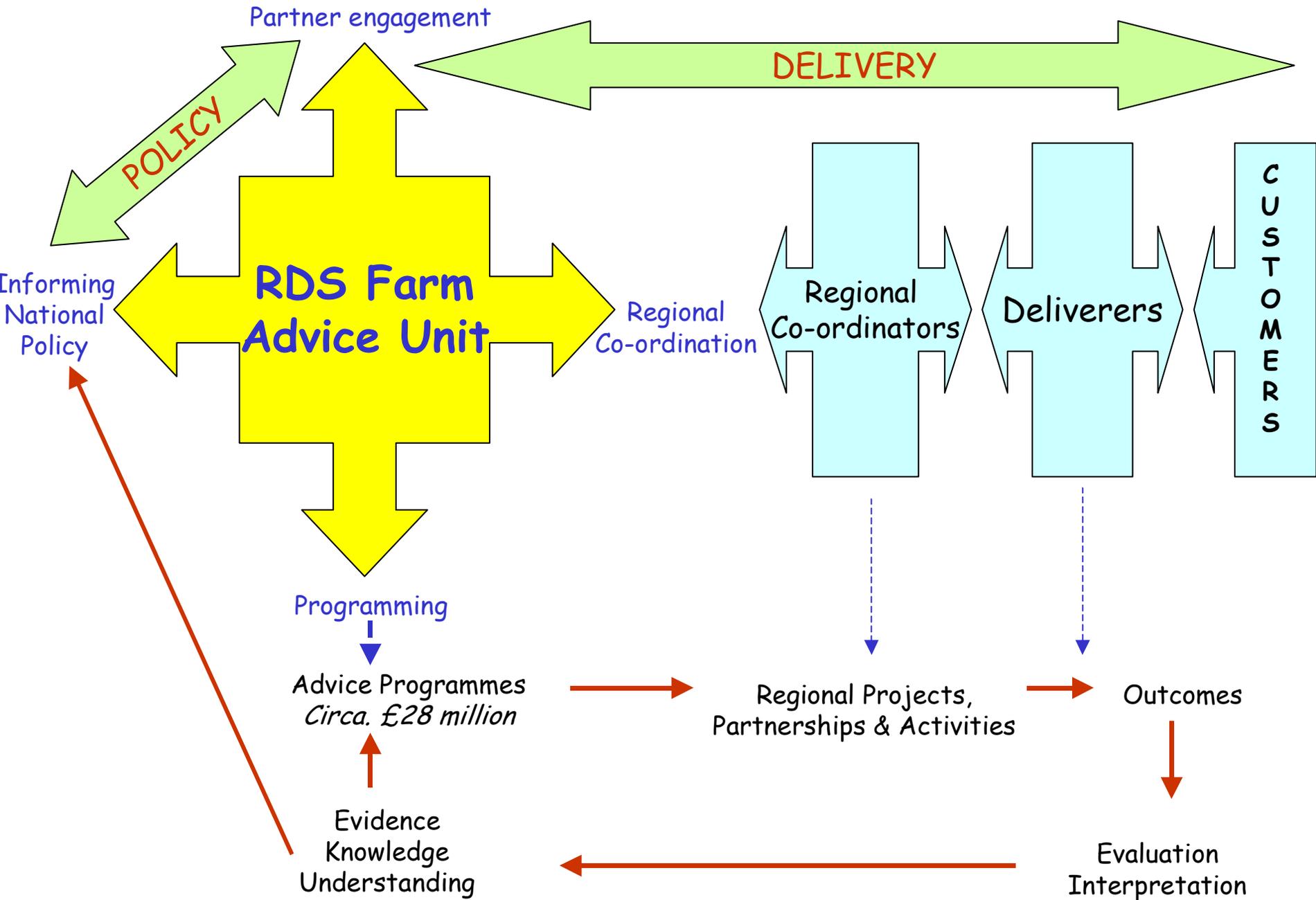
- Conferences
- Meetings
- Workshops & self-help groups
- Demonstrations & farm walks
- Clinics 1-to-1
- On farm 1-to-1



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Advice services – some key messages

- Need to be clear about purpose, outcomes and target audience
- Regional/local focus essential – our motto “nationally co-ordinated, regionally delivered”
- Must be responsive & flexible – able to tackle new priority issues or adjust to demand
- Self-interest is strong driver - participation is good where potential financial gain or avoidance of penalty e.g. Environmental Stewardship & Cross-Compliance
- Lower participation if public good messages alone e.g. diffuse pollution



Advice services – some key messages (cont)

- Timing (season/time of day) and duration is important for uptake
- Deliverers must understand the industry ‘on the ground’ and draw on best knowledge/research
- Also know what works
 - one size does not fit all
 - normally use a combination of media and methods of knowledge transfer
- Online services will grow but face-to-face (which is not necessarily 1-to-1) will continue to be important



Advice services – some key messages (cont)

- Extension is a blend of art and science
- We need to increase the number and competence of contractors/providers (& have more farmers delivering)
- Benefits can be gained from enhancing existing services, not necessarily from inventing new ones
- Pro-active management and co-ordination of services, contracts & quality essential
- Marketing and incentives pay-off (to raise attendance/access)



Advice services – some key messages (cont)

- Ideally there will be fewer, simpler gateways to advice, less duplication, more (appropriate) integration
- Evaluation is important – there is evidence that good levels of ‘satisfaction’ are being achieved, but is the required behaviour change happening?
- Must be based on best research/knowledge/data - but has to be practical and viable on the ground



Advice services – the CSF model

- England Catchment Sensitive Farming Delivery Initiative – starting April 2005 - £25M project
- Delivery via Natural England & Environment Agency
- Tackling diffuse agricultural water pollution in 40 priority catchments
- National strategy and co-ordination
- Delivery through Catchment Officers – one per catchment
- Example of a specific policy/environmental issue being tackled in geographically defined areas

