

To:	Trial Participants	Our Ref:	NFU SE ELM T&T
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NFU South East ELMs Trial – Summary for Participants

NFU South East has developed a Trial of the new Environmental Land Management Scheme (ELMs), working closely with Defra and our members across the region. This is one of several Trials and Tests the NFU is involved in across the country.

The Trial was due to start in April but as a result of Covid-19, we've put this back until mid-June 2020. We will keep this under review as we may still need to respond to the evolving situation.

This document provides a summary of the Trial, to give participants an overview.

Purpose of the Trial

The purpose of the trial is to help farmers secure access to payments under the new scheme by co-designing a land management plan which is useful and practical in a farm business setting.

In the process we will:

- Create twenty individual farm plans using a co-designed template, one for each of the farmers involved;
- Trial four different approaches to facilitation, advice, guidance and coordination; and
- Record participating farmer opinions throughout the process.

Scope

The Trial will involve a total of twenty farmer participants and will be delivered in four stages:

- *Stage 1 Co-design of farm planning template:* Initially involving 15 farmers (Groups 1, 2, 4), we will jointly develop a planning template to be trialled at Stages 2 and 3.
- *Stage 2 Baseline Inventory:* Using the co-designed template, an inventory of farm business enhancement options will be created for each of the 20 participating farms.
- *Stage 3 Action Plans:* Each farm will develop an individual action plan of proposed options. These action plans will be developed under four different group scenarios detailed below.
- *Stage 4 Evaluation:* An analysis of each Group will be completed, alongside a telephone feedback survey to take account of farmer participant views. A prize will be awarded for the most successful group!

Group Scenarios

Four facilitators are working on this project and each will be working with their group of five farmers in slightly different ways:

- *Group 1* will focus on one to one advice, facilitated by Tim Clarke (FWAG SE, BB&O CFE Coordinator)
- *Group 2* will focus on a discussion group to agree actions, facilitated by Matt Craig (Agri Matters)
- *Group 3* will develop a joint, strategic plan, facilitated by Paul Cobb (FWAG SE, Kent CFE Coordinator)
- *Group 4* will use the Land App to link actions, facilitated by Colin Hedley (FWAG SE)

The table below summarises the four different approaches.

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	Stage 1: Template Design Participation	Stage 2: Facilitated Inventory Development	Stage 3a: Farm Action Plans	Stage 3b: Strategic/ Group Plan	Overview
Group 1	✓	✓	One to one advice, no facilitated coordination	✗	<i>No Facilitation</i> Group 1 will test the extent to which five individual farm plans combine to deliver public benefit without facilitated coordination.
Group 2	✓	✓	Discussion group with facilitated coordination	✗	<i>Discussion Group</i> Group 2 will test whether facilitated discussion alone combines to deliver public benefit without any further goals or supporting framework.
Group 3	✗	✓	Discussion group with facilitated coordination	✓	<i>Strategic Plan</i> Group 3 will not be involved in the template design and will initially test whether the template is a functional tool and easy to understand at Stage 2. At Stage 3, Group 3 will then test whether the objective of delivering a strategic plan helps farmers achieve objectives.
Group 4	✓	✓	Discussion group with collaboration via the Land App	✗	<i>Online Platform</i> Group 4 will test whether using the online platform helps to accelerate delivery in comparison to the other three groups.

Input from Farmer Participants

For the farmers involved we envisage a total of about 5 days of time commitment, spread over 18 months:

- Workshop in June 2020 (1 day for each farmer in Groups 1,2,3) – farm walk and discussion to get farmer guidance on preferred content of the whole farm plan
- Farm Inventory in late summer 2020 (to be completed by facilitator, but 0.5 days budgeted for farmer involvement on their own farms)
- Group meeting Sep/Oct 2020 (0.5 days per farmer) to provide feedback on the farm inventory
- Action Plan Meetings Jan-Jun 2021 (1 day) meeting for groups to decide what actions they would like to prioritise together.¹

The above three days will be paid at £200 per day, but in addition farmers will also need to:

- Participate in telephone feedback interview in autumn 2021; and
- Attend final feedback meeting in winter 2021 where we'll announce the winning group!

Further Information

This is an exciting opportunity for NFU members in the South East region to influence policy development.

Please feel free to contact tom.ormesher@nfu.org.uk on 07721 430 849 or your group facilitator if you would like any further information.

¹ Please Note – All of these dates are still to be confirmed due to uncertainty round the ongoing Covid-19 situation.

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