

Looking Forward: Shaping the Future of the Northern English Uplands

Discussion Workshop Report

*An Uplands Alliance Event funded by the Lake District, Peak
District, North York Moors, Yorkshire Dales and
Northumberland National Park Authorities*



10:30 – 16:00
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Newton Rigg College, Penrith

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Event Purpose

This event was organised on behalf of the Uplands Alliance. The purpose was to gather a range of stakeholders to share views and work together to develop ideas on future policy and funding for upland land management. The focus was on the public benefits the Northern England uplands provide society; and how these could be supported and enhanced in the future.

The workshop was intended to build on the Uplands Alliance event held in London in September. The outputs of this can be viewed at:

<https://uplandsalliance.wordpress.com/2016/11/11/the-future-of-englands-uplands/>

Attendees included farmers, landowners, public agencies, environmental NGOs and academics from across the North of England. The day provided a good mix of stakeholders to ensure all could benefit from the range of perspectives present.

Objectives

During the workshop we:

1. Built a shared understanding of the value of the Northern English uplands;
2. Identified the principles and practicalities of how this could be supported in future through Government policy and public funding;
3. Established what needed to be done to generate support for the Northern uplands with key audiences.

Agenda / contents

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For a detailed agenda please see Appendix 1.

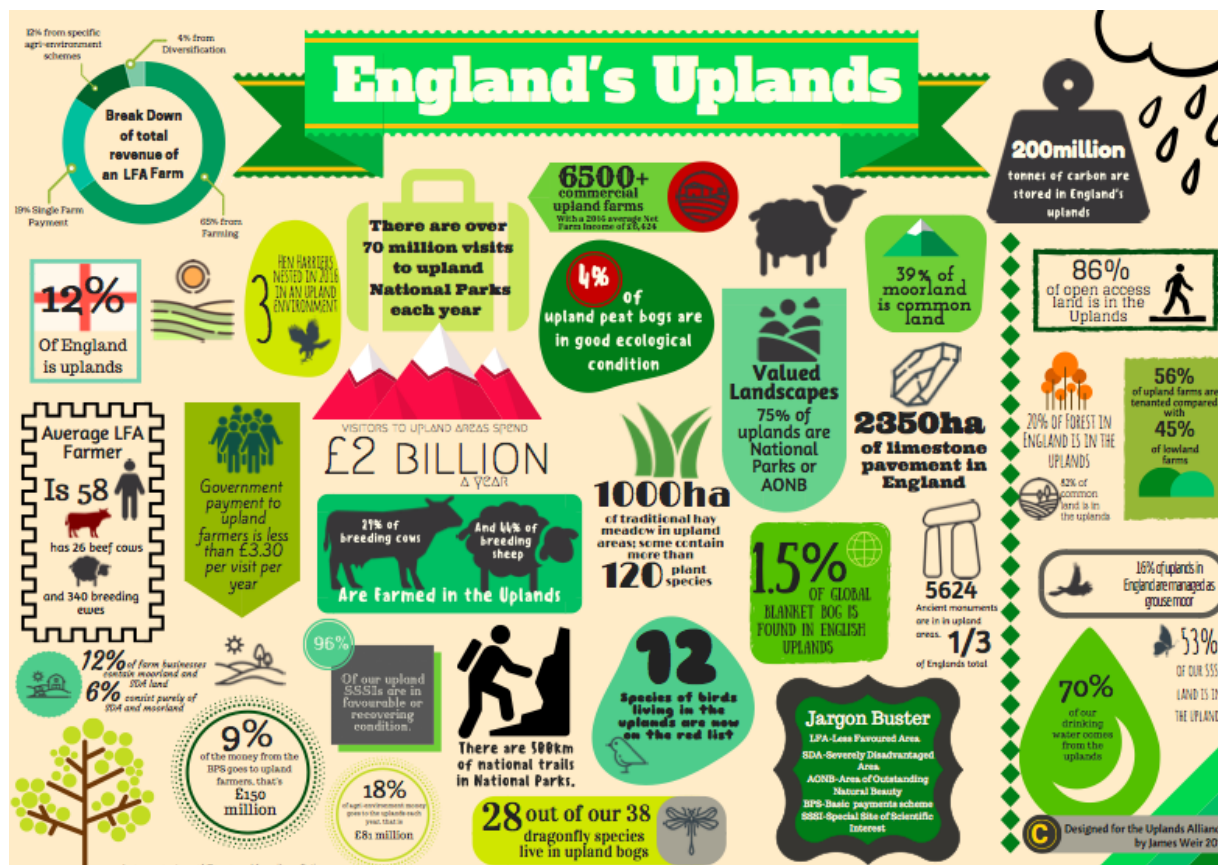
Welcome

Julia Aglionby, Chair, Uplands Alliance welcomed the attendees to the workshop (see Appendix 2). She passed on her thanks to Newton Rigg College for hosting the event and to the five Northern National Parks for their financial contributions towards the workshop costs.

Julia reflected on the African proverb 'If You Want To Go Fast, Go Alone. If You Want To Go Far, Go Together'. She called on attendees to avoid taking an approach that meant reaching for the lowest common denominator as the way forward, but to listen to each other, challenge each other and speak truth to power.

Julia concluded by reaffirming her view that by building on the richness of the different perspectives in the room a more resilient and more sustainable future for the uplands could be created.

Uplands Alliance 'Infographic' produced for September 2016 London Workshop



Julia's verbatim opening remarks can be viewed in Appendix 3.

Thinking to date...

Three keynote speeches were then delivered by:

- Nicola Riley, Head of Soils, Uplands and Peatlands at Defra;
- Helen Ghosh, Director-General, National Trust; and
- Robin Milton, Uplands Spokesman, NFU.

Nicola Riley's presentation is summarised by her supporting slides (shown below):

Why makes our uplands so important?

The English Uplands contain some of our most iconic landscapes

- Farming and grazing
- Landscape and heritage
- Water
- Biodiversity
- Climate change mitigation



We have an opportunity to develop a new vision for agriculture outside the European Union.

25 year plans

25 Year Plan for Food, Farming and Fisheries

- Will set out our vision for UK food and farming outside of the EU
- The work will be built around 5 priority themes – productivity, global demand, resilience, sustainability and consumer trust.

25 Year Plan for the Environment

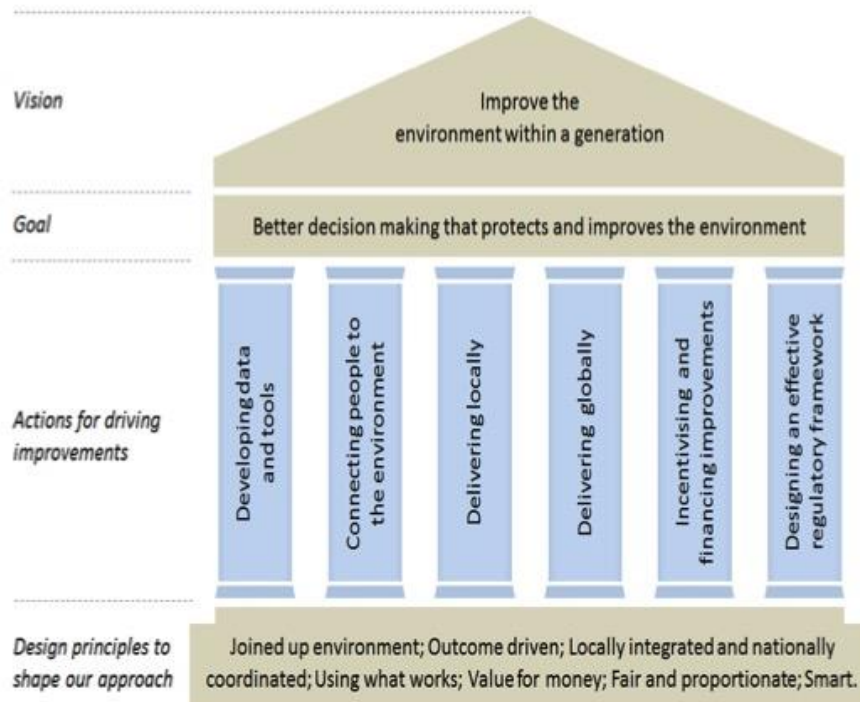
• In line with our manifesto, the Government is committed to being the first generation to leave the natural environment of England in a better state than that in which we found it. We are developing a 25 year environment plan to deliver this.

- The Plan will be based around a natural capital approach, with actions being proposed across 6 main areas.

The two plans are tightly linked and both will be published as Green Papers soon. This will launch a major consultation to help shape the plans which we aim to publish later this year.



The 25 YEP approach



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Helen Ghosh began her talk (see Appendix 4) by commenting that 'promoting the preservation' of landscapes was central to the vision of the National Trust's 1895 founding charitable objectives. The future of farming is bound up with the future of nature: without a healthy natural environment the long term viability of farming is in question and farmers will often be those in the front line producing a healthy environment.

Helen acknowledged that farmers were essential in their role as partners if the Trust is to achieve its ambitions.

Helen felt that there is an unprecedented opportunity for the uplands post-Brexit. 'If we work together we can grab the chance to make [farmers'] future more sustainable than it has ever been'.

She felt that the uplands should to take advantage of new income streams alongside maintaining some core public financial support – which deliver the benefits that the public want and the nation needs. 'Farmers should receive a proper price for the food they produce, and we need to develop new payments for other services which land management provides: water management, public access, health, clean energy or carbon storage'. A better economic future will depend on developing more diverse revenue streams and skills within upland farming, alongside producing high quality food,

Helen concluded by saying 'There is change coming and we need to face into this together. But upland farmers have proved over the centuries that they are resilient and adaptable and those traits will be needed again over the next decade. If we work together, with a clear sense of our common goals, there is a bright future for farming, landscapes and nature. You can count on our commitment and support'.

Robin Milton made the following points:

The quality of the uplands is dependant on farming practices. In the recent past EU support has determined how farmers should manage the land, not all of this was right so in this period of uncertainty it is important that a new appropriate direction emerges, farmers don't want to be overburdened by regulation.

Robin reflected that until the position on trade is known it will be impossible to finalise domestic agricultural policy. The government can't be expected to deliver everything but it does need to provide a stable platform to operate and clear communication with the sector.

Robin concluded by commenting that in future any approach taken should be collaborative – there will be compromises from all sides but we should avoid blame and single issue approaches in order to ensure the best solution is found for the future of upland farming. Given the right tools farmers will deliver, they have proven to be adaptable and resilient and will use theses skills to respond successfully in the future.

Q & A

A facilitated plenary session generated the following questions and responses from the speakers:

Q: Recognition of the public benefit – Do we have systems to recognise what these benefits are?

A: Helen Ghosh – Not enough. There is the Natural Capital Committee. We have been good at valuing water, water management e.g. SCAMP, so we are ok for water but have a long way to go in other areas, carbon management, etc. Beauty habitat and landscape are hard to monetise. We need simpler language, ecosystem services and natural capital aren't 'friendly terms'. Work is needed to persuade the Treasury – working across departments is key.

A: Nicola Riley – Agree there is a lot more to do in terms of the language. The Natural Capital Committee will produce a report of the thinking to date some time in February.

A: Robin Milton – Natural Capital worries farmers especially tenant farmers. There is a need to translate Natural Capital into something that works for tenant farmers. In the farming context Natural Capital should be an add on, there is a need to secure a base support / payment structure first.

Q: Glad to hear of the 25 year plans – concerned whether one will trump the other (environment plan and food and farming plan).

A: Nicola Riley – There is no hierarchy of plans. They are separate because it enables better discussion. Food plan is production and economic sustainability and the environment plan focus is Natural Capital but they are very interlinked.

A: Robin Milton – Public perception focus is on the environment, it is up to farmers to promote and highlight food and farming and to highlight this to DEFRA.

Q: World Trading Organisation – if the UK doesn't get a trade deal the WTO is the default position, there is a need to produce a schedule for the 163 countries. The UK would still be bound by the income foregone calculation and all this detail needs to be included in the schedule. Have the National Trust looked at what a WTO default position might mean for farming?

A: Helen Ghosh – NT are working with NFU, farmers and farming representatives to find common position. The NFU are arguing for a trade deal. There is a concern regarding not wanting to export environmental damage as a result of any trade deal and therefore a dual interest.

A: Robin Milton – On income foregone – it is unlikely that the domestic government will continue the £430 million per year support so the farming sector has to be creative in looking at the way a replacement funding system is structured. The Natural Capital approach on a market / commercial basis is possibly a way to get a system that doesn't break the rules.

Q: How can we ensure farm size enables / supports young to farm?

A: Helen Ghosh – The National Trust look to ensure they have a mix of farm holding sizes that are let appropriately to enable young farmers to take the first steps on the ladder. Paying regard to the history of the landscape NT look to have a stepping stone approach to allow young people to 'move up the ladder'. This is part of NT considerations when deciding the size of holdings.

A: Robin Milton – Thornythwaite focused the minds; stimulated and uncovered the level of concern there is surrounding this issue. Stepping stones are needed and are important for farm scalability.

The benefits and value of the Northern English uplands

The purpose of this session was to recognise the benefits and value the Northern English uplands provide for local communities, visitors and wider UK society.

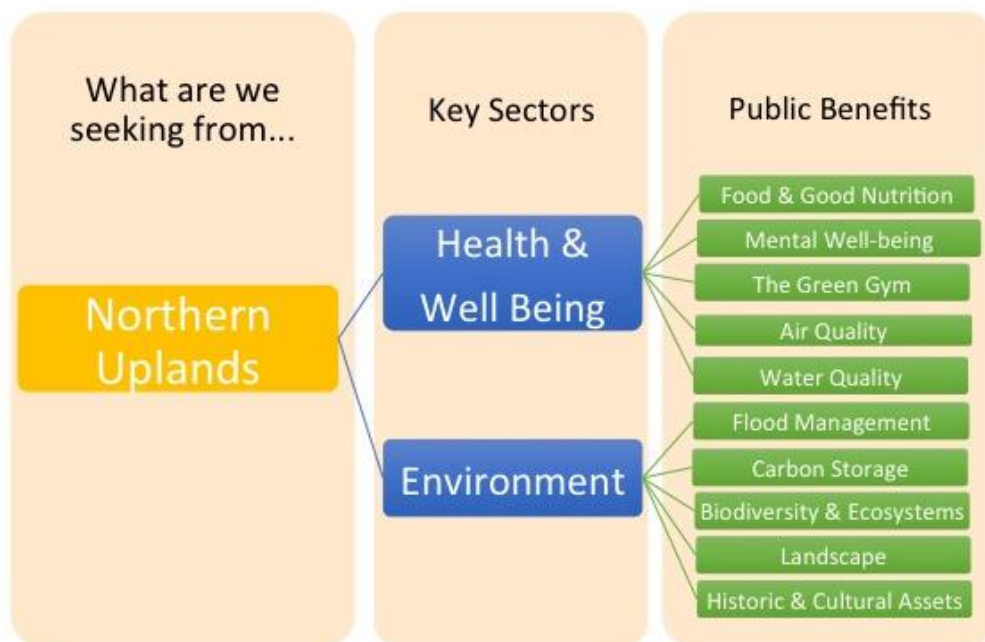
Jim Bailey, Chair of the North York Moors National Park Authority shared his views on the benefits of the uplands. He asked that delegates take care not to under estimate the value of the upland landscapes they occupy. These landscapes 'define us as a nation and can recharge our spirit'. It is the totality of these places



that we value, greater than the sum of the parts. There is great diversity across the uplands. Most National Park Management Plans take Common Agriculture Policy for granted. We are now a new phase for uplands and designated landscapes. The uplands are important for everyone's health and well-being, for example for water, energy, food or air quality. We need to recognise our customers for these public benefits. He added what is the world like without beauty, National Parks are beautiful so do not undersell them.

Jane Barker, Deputy Chair, Lake District National Park Authority built on Jim's words, speaking about the wider benefits that the Northern English uplands provide the upland communities in the North and wider UK society. She highlighted the benefits to be gained from investing in reducing sediment, building hydro schemes and restoring peatlands. Some of these benefits were represented visually in the following diagram. Jane emphasised that money received by farming businesses is sticky money, it tends to be spent in the locality and has a multiplier effect on isolated rural economies. There were over 4326 commercial farm holdings in the northern National Parks in 2012 but these are at risk.

Looking Forward: Enabling the Northern Uplands to provide Health, Well-being & Environmental Stewardship



Principles & practicalities

This session sought to explore the principles and practicalities of how the benefits identified could be supported in future through Government policy and public funding.

Working in table groups, with a range of sectors and perspectives represented in each, the groups reflected on the numerous benefits that had been identified in the previous session. Discussions focused around the following questions:



1. For which benefits should the uplands receive public funding for providing?
2. What principles should any public funding system follow?

3. What might be the practicalities of delivering a public funding system following these principles?

The content generated was as follows:

Group A

1. For which benefits should the uplands receive public funding for providing?

- Clean water.
- Wildlife and habitats.
- Flood management.
- Good farming practice – walling, stock in good health, welfare keeping people on the land.
- Carbon capture and storage.
- Landscape and amenity.
- Food production.
- Education on what Uplands deliver mechanism needs to be considered.
- Clean air.
- Cultural heritage and skills.
- Opportunities to improve health and wellbeing and address social deprivation.
- Resilience to climate change.

2. What principles should any public funding system follow?

- Local approach and devolved decision-making and funding (rural authorities, National Parks, AONBs).
- Income foregone should not be an underlying principle.
- Environmentally-sustainable management of natural resources.
- Two way communication and collaboration.
- Whole farm approach focusing on outcomes.
- Adequate incentive to encourage participation (must be affordable for the farmer).
- Need to maintain traditional systems e.g. hefted flocks.
- Recognition that farmers are key agents of land management.
- Adequate incentives for young farmers to enter the industry.
- Take landscape-scale approach following Lawton Principles.
- Need evidence-based approach.
- Financial rewards should accrue to the active farmer to ensure incentive element functions.

3. What might be the practicalities of delivering a public funding system following these principles?

- How to value the public goods – not easy!
- What mechanism to use to ensure money goes to active farmers?
- Streamlined inspection and accreditation system.
- How to measure and monitor goods and services (time lag issues).
- Training farmers to monitor the outputs.
- Making a cost-effective and simple system while ensuring value for money and accountability.
- Ensuring those entering farming understand expectations on them.
- Need to raise public understanding of goods and services and role of farming in delivering them – strong PR strategy needed.
- Need for case studies and demonstration farms.
- Need to focus on common ground to present a clear set of priorities to benefit the widest group of interests.

- Inclusion within the natural curriculum – history and future of our landscape.

Group B

1. For which benefits should the uplands receive public funding for providing?

- Needs to be looked at as a whole package.
- Need a better way of selling what we do and deliver to the public – engage all stakeholders.
- Landscape function – whole package of public goods provided.
 - Water – quantity, quality and flood prevention.
 - Habitats and species and all the others.
 - Less tangible/spiritual/mental health benefits – cultural heritage, community structure, 2nd homes, rural skills, local services. Non-farming as well as the farming community.
 - Landscape scale - At a locally flexible – so fit for purpose.
- What we have now and what we could have in the future – future employment, broadband, rural community.
- What will people be prepared to pay for:.
 - What might they pay for?
 - What they want – depends what you ask them?
- Need sound resilient sustainable farm businesses.

2. What principles should any public funding system follow?

- Landscape scale delivery.
- Integration across interests – farming, tourism, local community, local business.
- Locally targeted and delivered incentive. Outcome based support system.
- Land quality – what you can produce – income forgone calculations – get rid of it! Or what public goods it provides.
- Range of farm structure and size
 - Need for smaller/starter/part time holdings.
 - Farming ladder – keep youngsters on farm.
 - Provides other employment opportunities.
- Damage to soil structure – larger vehicles, hidden damage – support for smaller tractors?
- Long term planning – 25 years and regular reviews.
- Public funds for public goods – only one mechanism to deliver Upland landscape.

3. What might be the practicalities of delivering a public funding system following these principles?

- No comments.

Group C

1. For which benefits should the uplands receive public funding for providing?

- Beauty e.g. scattering ashes, how do people value them – willingness to pay. People's well-being.
- Tranquility.
- Biodiversity – measurable.
- Food – brand recognition e.g. PGI (protected geographical indications), PDO (protected designations of origin), post-Brexit. UK certificate of origin. Hill lamb difficult to market with supermarkets.
- Walls and barns and buildings;
 - The whole picture – the community, farmers on managers.

- Charging the public – direct payment for visitors' benefits.
- Farmers maintaining the Uplands and providing the right conditions for wildlife.
- Policy needs to enable farmers to be viable businesses.
- Access – improvement and continuity of public funding of public access e.g. NPs.
- Water – clean water.
- Join up the different benefits.
- What is society prepared to pay for? E.g. green gym. Previously public funding of leisure centers, now private gym. Future for green gyms? Support for young farmers to start.

2. What principles should any public funding system follow?

- Pay for outputs – e.g. numbers of curlew.
- Balance between maintenance and improvement.
- Need to improve capital (asset) as well as outputs.
- Needs to be based on habitat. Something in land management control.
- Evidence based.
- Who is best to measure success? Local agency staff, not distant.
- Need good working relationships with local knowledge field officer.
- Market payments which are possible – e.g. water and carbon.
- Selective public funding will generate multiple benefits.
- Locally appropriate expectations
 - Worried about it being overcomplicated.
- Don't take up money in complicated administration. Simplicity.
- Transition from where we are now to longer term ambitions.
- Place – based local decision making.
- Local geographically tailored schemes.
- Get away from income – foregone.

3. What might be the practicalities of delivering a public funding system following these principles?

- Place based decision-making.
- Devolving to reflect local conditions.
- How would DEFRA decide how much money to give to different areas? Number of visitors.
- National set of criteria, with local tailoring.
- How does the fund holder decide?

Group D

1. For which benefits should the uplands receive public funding for providing?

- To note: communities are at the heart of the landscape. Support for communities is key.
- Which benefits? All of them!
- But should food be funded? Export/Import pressures could influence this, locally specific food sources, protection of a stratified system – link to cultural heritage of farming systems.
- What quality
 - 'cheaper' water rather than cleaner water – if association with drinking water abstraction.
 - Regulation could be used instead of funding from taxpayers.
- What's missing?
 - Communities

- Sense of place.
- Regulation – Market – Incentive.

2. What principles should any public funding system follow?

- Public subsidy for public goods that the market place can't pay for.
- Delivered by land managers – 'active farmer' approach – multiple layered = active land manager.
- Delivery focused towards an outcome. Outcome focused with milestone payments.
 - Taxpayer is confident the funding is delivering a 'benefit'.
- Celebrate the positive management in existence (joined up food, farming and environment policy?)
- Not incentivizing 'bad' things. Incentivize good things (joined up food, farming and environment policy?)
- Clear simple effective regulation (robust)
 - Could elements of X compliance be included in public funding streams or kept as regulation.

3. What might be the practicalities of delivering a public funding system following these principles?

- Catchment based approach – to a certain scale
 - Commissioning the maximum public benefit that can be achieved. Possibly focussing on one or two types of benefits.
- Locally delivered, regionally specific.

Group E

1. For which benefits should the uplands receive public funding for providing?

- "Not-market" benefits
 - Landscape and natural beauty.
 - Landscape, access, visitors.
 - Cultural and heritage, farmers and rural communities, "social fabric"
 - Beauty, biodiversity and ecosystems.

2. What principles should any public funding system follow?

- There are 'real' costs or opportunity costs. Not something for nothing "A fair wage for an honest day's work".
- Non-market – no one else will pay.
- We shouldn't pay for things that we delivered by regulation.
- Immediate direct benefits can help to sell the benefits to public.
- It adds value – either quality/quantity.
- Integrated/multiple benefits.

3. What might be the practicalities of delivering a public funding system following these principles?

- Results – based approach to A-E payments
 - Pilots in Wensleydale (YDNP) and Norfolk.
- Flexibility and locally specific "schemes" or support.
- National framework for monitoring (able to be monitored, but not adding complexity), but delivered locally by trusted individuals.
- More local delivery.

Group F

1. For which benefits should the uplands receive public funding for providing?

- Landscape value? The landscape elements.
- Access for the public (visitors?). How do we capture this? (John Metcalfe).
- A green gym.
- Education/social benefits.
- Well-being.

2. What principles should any public funding system follow?

- The business angle?
 - An over-emphasis on public funding?
 - A commercial transaction perhaps (for example, utility companies and landowners tourism is out with state control).
 - Access for the public (costs or maintenance, etc.)
- Keep it simple! (Government will be smaller in the future).
- A saving o the NHS.
- Government has to facilitate alternative mechanisms.
- Coordinating across a landscape or catchment scale.
- A national framework but local discretion.
 - More ownership.
 - More appropriate.
 - It forces people to work together.

3. What might be the practicalities of delivering a public funding system following these principles?

- Targeting (devolved)
 - National base level – support living landscape.
 - Added value – public benefits.
 - Private support, IE, market support.
- The hill farmers allowance with minimum/maximum stocking was a good scheme simple scheme.
- The environmental sensitive areas scheme – different views about whether this was a 'model' for future delivery (lessons learnt).
- Voluntary 'codes' (i.e. peatland code) have to be more than corporate social responsibility.
- Has to be delivered with local knowledge.
- Where public money is concerned – governance is necessary – administration. There was actually support from farmers for Natural England rather than remote inspection.
- Payments by results – factors outside the control of landowner (climate, season, migration – plants don't move!).

Group G

1. For which benefits should the uplands receive public funding for providing?

- Maintenance of landscape, heritage community, knowledge maintained and sustainable food production.
- Supporting young people, apprentices and succession over a certain level of subsidy as added value.
- Funding for things which have a market value e.g. food production
 - Realistic price for food? Too difficult support etc.
 - Marketing and business support to help e.g. branding etc.
 - Very difficult given strength of market forces.

- Health and wellbeing?
 - Who's health and wellbeing?
 - Beneficiaries? Farmers, rural community, public nearby, visitors, public at large.
 - Local scheme that links farmers and includes relationships with local actors e.g. NPs.
- Community value.

2. What principles should any public funding system follow?

- Locally tailored – core – flexible aspects.
- Risk verses delivery of outcomes.
- Food production verses delivery of wider benefits and balance and perception of these – payments for benefits.
 - What 'role'/'job' are land managers doing?
- Keep the baby i.e. framework and improve the delivery?
- Relationships, dialogue and trust valued and heart of how 'our' scheme works.
 - Shaping, moving, improving. Groups and facilitation of public agencies/NGOs.
- LEADER supporting role – free and genuinely bottom up innovation
 - Rural development linked to agricultural environment.
- Outward education and promotion of project link to communities as a whole – direct links to what scheme does – schools, parish councils etc.
 - ID audiences in and out of Uplands.
- Integrated (environmental, social, economic) delivery verses 2 plan approach
 - What do you lose by splitting?
 - Pay on time and simply.

3. What might be the practicalities of delivering a public funding system following these principles?

- Uplands as producer of the finished product or to move on for finishing - still the role or not.
- Links between Uplands and lowlands and more integrated thinking.
- Trust – who trumps who about what is right, government departments and then with land managers?
- Payoff for new approach could be efficiency.
- Foundation funds – added value money outcomes, natural capital etc.
 - Hill farm allowance verses BPS and LSS.
 - Or BPS/ELS/UELS/HLS.
 - Keep core of current framework as sound but improve trust, risk capacity, relationships and local flexibility to get better outcomes.
 - Co-design, co-deliver, social as well as natural capital – builds ownership, commitment, trust, true sustainability.
- Risk verses Trust
 - Cost of taking risks and workability.
- Over regulation.
- Tailor for the specifics of local place.
 - Local knowledge of those managing the scheme.
 - Where no NPAs – LEADER support.
- Enforcement and policing – who will do that?
- Accountability verses current issues with distance of RPA.
- NPAs as deliverers of schemes, AONBs and what happens in white space?

1. For which benefits should the uplands receive public funding for providing?

- Comment – dubious that any benefits can stand up on their own – so is either all or nothing if to be financial sustainable.
- If you substantially reduce number of farms and farmers then looking at the different landscape and is underpinned by the cultural heritage.
- Food needs to be proper price. Maintaining local communities is a key issue – its “sticky money”. (Some good examples in other countries e.g. Norway and New Zealand. What is the private market able to pay for and at what level?)
- Reframe system in that public benefits paid for by public purse or private industry (water companies).
- Historical and cultural aspect more important in the uplands than lowlands and has to be funded by the public purse.
- Water quality is a priority and able to be paid for by private water companies.
- Biodiversity and ecosystems paid for through public purse but need to produce for the uplands, need to demonstrate where money being spent wisely.
- Depends on where you are as to which is a local priority. Need local delivery.

2. What principles should any public funding system follow?

- Local delivery, priorities and locally delivered.
- Health and wellbeing and green gym needs to be built into what farmer is paid.
- Principle – payment should be for/to those who are providing the public benefit. Revenue payment to those who are delivering it. Not just capital schemes.
- Not rewarding bad practice, which has happened in the past (walls and grips) need to reward good practice (e.g. maintenance of environment features).
- Not too prescriptive or could be negative to uptake.
- Keep skills going and recognize wider economic benefit.
- HFA was ‘digressive’, less payment/ha over certain ceiling.
- Enabling young or starter farms, farmers of the future.
- Try to put principle into support to avoid amalgamation of farms.
- Principle should be outcome focused/payment by results.
- Local focus based on catchments or NCAs or NP/AONB.
- Provide for training and apprentices.
- Look at tenancy legislation.
- Payment by labour unit rather than per hectare.
- Farmers working in groups for maximizing value.
- Local design on monitoring and outcomes to enable buy in.

3. What might be the practicalities of delivering a public funding system following these principles?

- Rather than one size fits all, national prescription local prescriptions who can deliver them best.
- Facilitation fund to enable farmers to work together and gain a benefit.
- Keep payment organisation as simple as possible.
- Independent from the agencies who run.
- Not based on penalties, should be based on rewards.
- Farmers good at resolving problems and delivering outcomes.
- Not too prescriptive on approach, delivering outcomes with incentives.
- Maintaining features of environmental interest should be rewarded.

Group I

1. For which benefits should the uplands receive public funding for providing?

- Living landscape;
 - General taxation and general investment.
 - Improving infrastructure to enable farmers other income streams.
- Social support;
 - Rural communities.
 - Affordable housing.
- Education;
 - Provision of access to farms etc.
- Environment;
 - Birds.
 - Water.
 - Carbon.
 - Heritage.
- Public benefits – where market failure would make unsustainable.

2. What principles should any public funding system follow?

- Not compulsory.
- Payment where market failure
- Farming presents – base level of skills for whole holding CPD.
- Aligned with 25-year plan – 25-year scheme?
- Incentives longer tenancies.
- Generation overlap encouraged.
- Food/Farming/Environment – holistic approach.

3. What might be the practicalities of delivering a public funding system following these principles?

- Payment by results needs to be realistic. Rewards.
- Capital incentives.
- Locally delivered.
- Simplify scheme paperwork e.g. self-assessment – CPD.
- Need to be locally delivered.
- Use lessons learnt.

Principles & Practicalities – Plenary Feedback

In the pre-lunch plenary session the following key points were fed back by the groups:

1. For which benefits should the uplands receive public funding for providing?

- All of it – we need to communicate them better.
- What is society prepared to pay for?
- Benefits that have no other market – including access.
- Need to maintain communities in the landscape.
- Water has the potential to take a regulatory approach.
- Not just what we have now, we need to consider the future potential.

2. What principles should any public funding system follow?

- Local tiered core funded – national framework working at a local / catchment scale to ensure joined up working.
- Government should be less risk averse.
- Revenue payments should go to those delivering the benefits.
- If there is a market it should pay – public and multiple benefits.

- Don't top slice – too much for admin.
- Align schemes to twenty-five year plan timescales – long-term planning security. Joined up policy for uplands food, farming and environment.
- Integrated across all interests.
- Evidence based approach.
- Whole farm focus on outcomes.
- Two way shaping.
- Involve young farmers.
- Have to be 'real' or clearly identifiable costs.
- Provide smaller starter farm units – enabling young people to find starter farms.

3. What might be the practicalities of delivering a public funding system following these principles?

- Based on rewards not penalties as is current system.
- Get back to trusting relationships – local design and delivery.
- Place based / local conditions reflected – tension between local development and one size fits all. Perhaps a bidding system?
- What's the transition arrangement? Won't get straight to a deal.
- Needs appropriate monitoring.
- Raising farmers skills – monitoring etc. CPD – build into schemes so training income forgone.
- Pupil awareness so they want to pay – connections with communities and the landscape (including schools).
- Can fund different elements through more, but simpler, schemes to pay for different elements.
- Payment for whatever schemes are created need to be paid on time – especially regarding encouragement / support for young farmers. Deliver on promises.
- Learn lessons from previous schemes e.g. Hill Farm Allowance, and incorporate the best bits.

Building support

The aim of this session was to explore what needed to be done to generate support for the Northern uplands with a range of key audiences.

Working in (new) table groups participants were each given a different key audience and asked to articulate the key messages they'd want to communicate to that audience about the importance / vital role the Northern English uplands provide.

Groups were asked to identify what they considered to be the three most important messages (highlighted in **blue**) then discuss and note down the 'how' – ideas on best ways to communicate any messages to their audience.

The content generated was as follows:



Group 1

The 'what' – key messages

- Special, vulnerable, important to you e.g. 70% of water in NW comes from uplands.
- You have a stake in the uplands.
- Explaining what the uplands (high ground) are and why they are relevant to you.
 - Clean, cheap, available water
 - Carbon climate change
 - Flood reduction
 - High quality, extensively reared food
 - Lungs for the city
 - Recreation and access
 - Mental and physical health
 - Exercise and escapism
 - Tranquillity
 - Wildlife (see and existence)
 - Beauty/landscape
 - Cultural difference/Living Heritage
 - Dark skies
 - Quiet living and working landscapes.
- What did the uplands ever do for me?
- Respect, Protect, Enjoy.
- The public's stake in the uplands – recognised brands. National Parks, AONBs, Open Access Land.
- Life support system.
- You can show your support for the uplands by buying its produce.
- The uplands are closer than you think.
- You can enjoy the uplands for no cost.

The 'how' – ways to communicate the messages

- Countryside code.
- Respect, Protect, Enjoy (and understand).
- Pro-active – giving people opportunity to experience, young people, go to where people are.
- Big joint communications strategy.
- Get other people to say the uplands are great.

Group 7 (who also discussed Urban UK communities)

The 'what' – key messages

- Come and see for yourself! See what you are missing. Importance of accessibility for all to these landscapes – leading to valuing and ownership and passion for something.
- Climate resilience benefits – carbon, water quality, clean air importance of Uplands, (resource protection).
- Opportunity to re-connect/connect with a rural environment (cultural landscape and way of life).
- Different messages according to 'outlook'/demographic.
- Avoid comparison with other services e.g. NHS. Why do they need to care?
- High welfare livestock production.
- Connect with a cultural landscape and way of life.
- Why do they need to care

- Including access – associate with 'ownership' of that area. Recreational values.
- Conveying what it would be like if the Uplands is not managed for all public benefits.
- Managing for the future.

The 'how' – ways to communicate the messages

- Younger generation – social media – farmer led?
- Positive examples/messages.
- Real life examples.
- Good TV programmes about the Uplands – the farming life.
- Who should be communicating the messages – DEFRA? Local communities? Farmers? NPA's? joint strategy.
- Exciting/attractive events programs linked to hill farming during key tourist season e.g. what's happening in Cumbria already?

Visitors

Group 2

The 'what' – key messages

1. The Uplands are farmed and managed landscapes ("Living, breathing landscapes"), which provide food.... People are interested in farming and how it works.
2. Upland farming offers sustainable, quality food security for the nation.
3. Upland communities are stewards of our cultural heritage.

The 'how' – ways to communicate the messages

- More 'Herdy shepherds' – social media.
- Farmers go to schools as well as the schools coming to farms – personal contact.
- We need more stories, people like stories.
- Make a complicated message simple.
- TV
 - Lambing live, etc. – show the real life of the Uplands.
 - My farming life (only in Scotland?)
 - Addicted to sheep.

Local upland communities

Group 3

The 'what' – key messages

- The farming and land management and wider community depend on one another for continued rural vitality and need to understand one another better.
- Upland farming and land management deliver vital public benefits for everyone. They could then become ambassadors about this to visitors to the area.
- Uplands are linked to the lowlands in farm management (sheep stratification) and ecosystem services (clean water). Need local people to understand and embrace this and then become ambassadors.
- The different communities within the uplands need each other to survive. Need to understand each other better and then collaborate to raise the profile of the value of the uplands with the wider public.
- Need to show that local community as a whole is valued and their new role is recognised.
- What about 'part time' residents?

- As communities to help make the case for value of uplands – each needs to understand the perspective of the other.
- Need to re-attach communities to function and impact of land management.
- Need to communicate and demonstrate interdependence between farming community and the rest of the local community. Both essential for rural vitality.

The 'how' – ways to communicate the messages

- Farm visits – get people out on farms. Open Farm Sunday – make more of this. Encourage two way dialogue.
- Village hall sessions – learn about your local farm.
- Involve food and beer!
- Visit schools, invite children on to farms. Visit the local market.
- Funding important to pay for farmer time, minibuses for schools etc.
 - Facilitation role important. Potential role for protected areas or NGOs.
- Follow the model of successful initiatives e.g. Upper Teesdale Agricultural Support Services (UTASS).

Farmer / land managers / landowners

Group 4

The 'what' – key messages

- High quality output. Underpinned by good practice.
- Environment as a resource is important and all have need and responsibility to look after it for now and future e.g. soils.
 - Doesn't have to mean impact – balance.
 - Skills needed to deliver this sensitive approach.
- Soil condition and management practice – improvement of soils.
- The audience here should be setting the messages as well as receiving them.
- To some and owners – how important tenants are to outcomes, local communities and key to fabric – key to get land owner/tenant relationship.
 - Trust.
 - Getting successors.
 - Appropriate tenure to allow investment and not short termism.
- Your farm has its own set of 'ecosystem services' and varies farm to farm – it's important to understand your assets and what they provide to society/you.
- Different elements of natural capital can be considered separately but must recognise the integration that makes the system work.
- Better environmental outcomes from upland farming.
- Uplands are an important producer of food but also of providing wider benefits.
- The ecosystem could work better to maximise those benefits.
- Water resource management biggest single services/goods.
- Value of quality livestock breeding provision
 - Quality def and role to play in providing same quality.

The 'how' – ways to communicate the messages

- Advice underpinned by research over long term..
- Facilitation fund apps/similar types of farm cluster groups.
- In field demonstrations and talks with peer to peer – demo farms.
- Face to face advice e.g. NGOs like RSPB with 2 way discussion as well as government agencies and local groups. Integrated approach.
- Education through dialogue underpinned by trust. Integrated approach.
- Taking away criticism and making it a constructive process.

Group 8 (who also discussed Farmer / land managers / landowners)

The 'what' – key messages

- Tell them what a good job doing and are valued. Food, environment, culture.
- Work with farmers etc. to understand the value of your work place. To the wider audience.
- Engage with wider audience to promote value of work you do and promote understanding.
- Work together to convince public to fund Uplands.
- Encourage to embrace change.
- Integrate and work together.

The 'how' – ways to communicate the messages

- Farmer network +.
- Invite to meetings.
- Trusted intermediaries – 1:1, marketing: social media. Group activities, conferences.

Policy makers / government

Group 5

The 'what' – key messages

- At Risk
- Provide a very special, diverse and distinct landscape – relies on the people who live and work there to continue.
- Overall Uplands have been undervalued and underpaid for what they provide – need to demonstrate what the Uplands do provide – value of public goods and not asking for money for nothing.
- Wealth of experience in pilots and local delivery - offering test beds for new ways of delivery of support – ultimately offer of local delivery.
- Provision of wide range of public benefits/goods.
- Support needed for sustainable Upland communities – different and new mechanisms.
 - Annual support for land management.
 - For change process – transition period.
 - Incentives and reward.
 - Not asking for money for nothing.

The 'how' – ways to communicate the messages

- Consistent messages – concord all pull together for the common cause.
 - Uplands Alliance? Uplands policy?
- Offer to policy maker and government – come to see and experience. Showcase best proactive e.g. farm walks, open days, landscape centre's.
- Infographic is good – need to demonstrate people working together and the landscape relying on people.
- Stakeholder groups.
- MP's, Councillors.

Group 9 (who also discussed Policy makers / government)

The 'what' – key messages

- More of a recognition of the skills available/retaining them active farmers skills expertise training.
- If we don't get it right Upland communities collapse. Where we start the Brexit conversation from is not a very healthy economic position for upland farming.
- Wildlife, landscape such a popular thing to do, need education of public to link land management/farming to deliver these benefits.
- Connection between the landscape and tourists.
- Valued living landscapes.
- If you get it right it is an incredibly cheap way of delivering benefits.
- Sometimes the fact that farming is a business shouldn't be forgotten.
- Landscape is like it is due to farming/land management over a very long period. Large-scale change not always the best way.
- Connection between landscape and physical and mental well being of nation.
- Value of public payments – pillar one and pillar two to farm businesses.
- Needs to be a transition and migration to pillar two.
- The WTO trade deal is key to the negotiations and implications.
- Need to pay farmers/land managers effectively for what they are delivering in terms of public benefits.
- Mechanisms need to be as simple as possible.
- Long-term security is important.

The 'how' – ways to communicate the messages

- Keep simple message.
- Agree everyone with key messages on board and agreed on messages collaboration on key principles is very important. Consistent messages.
- Communications at a top level.
- Effective communication at all levels.
- Using the economic argument as to VFM delivery of NFM.
- Lobbying of Treasury not just DEFRA.
- Food is cheap and public don't realise why/the economics.
- Business trump cards have been played: working wives; contracting sons; diversification; have all been done by farm businesses.

Land-based colleges and students

Group 6

The 'what' – key messages

- Upland farming is not just food – production. Does this change the definition of farmer? However food production is the current main motivation.
- Learn to diversify from the start of a career (tourism, etc. local food – premium – family farm visits).
- Change the perception – ban the word 'marginal', business acumen.
- Understand the industry as a whole (business, agronomy).
- Sell the idea of 'community'.
- Who is the customer? What is the product?

The 'how' – ways to communicate the messages

- Beat it into them!
- It is a 'lifestyle' choice rather than a vocation.
- It is for the love of it!

- The legacy of an 'industry' that passes from generation to generation.
- Omission: organic farming.

Comments on the London Workshop Statements

The final session provided an opportunity for groups to comment on 'Looking Forward...' statements from the Uplands Alliance workshop held in London in September 2016. The comments and suggestions generated by delegates are shown in Appendix 5.

Looking forward...

In the closing session groups were asked to identify what they considered to be the **'Five most important actions following today...'**

The content generated is shown below:

Group 1

1. Fast track valuing our uplands – public benefits and value costs and benefits of interventions.
2. All rural stakeholders need to sit down and agree what we can deliver, by when and how.
3. We've got to start to get public support – start communications delivery.
4. Need to bring forestry and sporting interests into the conversation with farming.
5. Develop network of up skilled advisors, trainers and land managers.

Group 2

1. Ensure the two 25 Year Plans stay inextricably linked – regular, joined up dialogue, avoiding sectoral discussion.
2. To gain trust and understanding between government and industry – listening through genuine consultation.
3. Communicating and educating the general public about the benefits the upland provide – particularly schools 'the next generation'.
4. Communicating the links between land management, public benefits, and quality, healthy food.
5. Capturing the imagination ('hearts and minds') – more stories in the media.

Group 3

1. Need an education strategy to take forward communication of key messages.
2. Must be in the conversation during Brexit negotiations – lobby / influencing plan needed.
3. Must influence Defra 25 Year Plans (both the Uplands Alliance and individual organisations and people).
4. Explore income generating options from visitors to the uplands ('tourism tax').
5. Promote the uplands and their benefits (PR as compared to education).
6. Push uplands in terms of Northern Powerhouse – make them relevant in terms of economical and social regeneration.
7. Make the whole of the Northern Uplands a National Park.

Group 4

1. Engage and consult users, other land users / forestry etc. on Uplands Alliance position from today. Listen, amend and develop to maximise reach and impact / benefits
2. Feedback and summary of what discussed today and put forward to Defra proactively.

3. 25 Year Plans consultation – input from all crucially from landowners / managers.
4. Getting our message out to the public and other key audiences using the right tools.
5. Develop scheme offer that is locally tailored, as simple as possible, has foundation elements and value / outcome adding elements and collaborative approach with trust.
6. Funding delivered to the right person / people delivering the outcomes.

Group 5

1. Collective voice – concordat / working together.
2. Influencing – pilots (existing and new); commenting on green papers; early engagement in new support system design; lobbying
3. Growing awareness, understanding and support for the uplands – public goods delivered e.g. infographic

Group 6

1. Communicate – lobbying 25 Year Plans
2. Maintaining a unified front in communication i.e. Defra
3. Stay ahead of the game in negotiations.
4. Regional forums to discuss local targeting.
5. Need a robust evidence base on the value of natural capital.

Group 7

1. Respond to the 25 Year Plan consultation.
2. Develop a vision according to WTO rules – maybe three scenarios ensuring viability is not compromised; model of direction of travel for each.
3. Develop a single message that all organisations use when in discussion with policy makers.

Group 8

1. Programmes for education and skills development – build capacity within group to continued learning, link to funding.
2. Improve connectivity and communications – 4G and high speed broadband.
3. Affordable housing – keep younger generation in uplands. Agricultural retirement scheme.
4. Lobby government to get support.
5. National programme – establish partnerships local e.g. NIA model.

Group 9

1. Gaining consensus of message which needs capturing and 'selling' to policy makers.
2. Valuing the upland communities (not just farmers) if haven't got the skills / expertise.
3. Being realistic in aspiration, enabling transition, managing risk.
4. Putting policy into practice – pilot PBR and outcomes approach.
5. Communication to the public at large of value and benefits of the uplands (to enable support from the Treasury).

'Parked' comments from the day

The following points which had been 'parked' during the day were noted:

- *It's essential to have a clear vision of how we need farmers to change / where they need to be in the long term and then using public funding to enable them to get*

there. Do not forget helping people / farmers to change in a way that changes are positive and sustained.

- *Chris Packham lies on Twitter causes a lot of mistrust. Shooting of lapwing one example.*
- *Just a comment: Today has been much about farming but there are other lands uses and other solutions which should be included e.g. forestry, moorland management, access, other recreation.*

Closing remarks

Julia Aglionby thanked everyone for their sustained and positive contributions throughout the day – there had been a diverse range of views discussed but a real energy to find joint areas around which to move forward. It was important to: remember the joined up nature of land management; create links; listen beyond words; and use language that includes rather than excludes.

Julia suggested activity might now be focused around the following '3Cs':

Concord – develop consistent messages jointly given;

Communications – through the various media available to generate the greatest reach;

Champions – (hopefully this is all of us), to share the word about what the uplands currently, and potentially, can deliver for everyone.

The workshop concluded at 15:45.

Appendix 1 – Detailed agenda

Time	Session	Content / Speakers
10:00	Arrival & registration	Refreshments provided.
10:30	Welcome & introduction	Speakers: <ul style="list-style-type: none"> Wes Johnson, Principal, Newton Rigg College. Julia Aglionby, Chair, Uplands Alliance.
	Thinking to date...	<p><i>Session to provide an update on the thinking and work to date on shaping the future of the uplands post Brexit.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> Nicola Riley, Head of Soils, Uplands and Peatlands, Defra Helen Ghosh, Director General, National Trust Robin Milton, Uplands Spokesman, NFU
	The benefits and value of the Northern English uplands	<p><i>Session to articulate the benefits and value the Northern English uplands provide for local communities, visitors and wider UK society.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> Jim Bailey, Chair, North York Moors National Park Authority Jane Barker, Deputy Chair, Lake District National Park Authority.
11:40	Break	Tea and coffee.
	Principles & practicalities	<p><i>Session to explore the principles and practicalities of how the benefits identified could be supported in future through Government policy and public funding.</i></p> <p>Group discussion and feedback.</p>
13:15	Lunch & networking	Light buffet.
	Review & recap	<i>Reviewing the content from the morning, introducing the afternoon sessions.</i>
	Building support	<p><i>Session to explore what needs to be done to generate support for the Northern uplands with key audiences.</i></p> <p>Group discussion and feedback.</p>

Time	Session	Content / Speakers
	Looking forward...	<p>Session to consider the key actions we need to take from an English Northern uplands perspective.</p> <p>Group discussion and next steps.</p>
16:00	Depart	

Appendix 2 – Attendees

First name	Surname	Title	Area / Org
Robert	Adam	Townend Farm, Alstonefield	Peak District
Julia	Aglionby	Executive Director	Foundation for Common Land
Amanda	Anderson	Director	Moorland Association
Jim	Bailey	Grange Farm, Spaunton & Chair NYMNP	North York Moors
Jane	Barker	Dalefoot & Deputy Chair LDNPA	Lake District NPA
Rebecca	Barrett	Biodiversity Lead	North Pennines AONB
Robert	Benson	Chairman	Moorland Association
Richard	Betton	Local Farmers Liaison worker	Upper Teesdale Agricultural Support Services
Thomas	Binns	NFU National Uplands Group Vice Chair	NFU
Kath	Birkenshaw	Ashes Farm, Derwent	Peak District
Ann	Blackburn	AB Consultancy	South Pennines
Peter	Blackwell	Bell Sykes Farm, Slaidburn	Forest of Bowland
Anthony	Bradley	Mearbeck Farm, Long Preston	Yorkshire Dales
Anthony	Braithwaite		Heather Trust
Jim	Campbell	Vice Chair	Federation of Cumbrian Commoners
Douglas	Chalmers	Chief Executive	Friends of the Lake District
Will	Cockbain	Rakefoot Farm, Keswick	Lake District
Ian	Convery	Professor of Environment & Society	University of Cumbria
Rob	Cooke	Director of EU Transition	Natural England
Mark	Corner	Chairman	Yorkshire Dales Society
Greg	Dalton	South Wellhope	North Pennines
Liz	Davey	Partnership Manager	Lake District NPA
Sandra	Edmondson	Strategy & Partnership Administrator	LDNPA
Neville	Elstone	Director	Cumbria Woodlands
Suzanne	Fletcher	Head of Landscape & Conservation	Peak District NPA
Robin	Garbutt	St Agnes, Hawnby	North York Moors
Helen	Ghosh	Director General	National Trust
Robin	Gray	Project Manager	Pennine Prospects staff
Rachel	Hallos	Beeston Hall Farm	South Pennines
Paul	Harper		Farmer Network
David	Harpley	Conservation Manager	Cumbria Wildlife Trust
Robert	Hasell-McCosh	Dalemain Estates	
Andrew	Hattan	Low Riggs Farm, Middlesmoor	Nidderdale
Andrew	Herbert	Lead Strategy Adviser - Natural Environment & Land Management	Lake District NPA

First name	Surname	Title	Area / Org
Bryan	Homan	Head of Water Strategy	United Utilities
Claire	Horton		Defra
Nick	Howard	High Studdon Farm	North Pennines
Simon	Humphries	Cumbria Area Manager	Natural England
Mike	Innerdale	Assistant Director (North West)	National Trust
Wes	Johnson	Principal	Newton Rigg College
Keith	Jones	Area Director North West & West Midlands	Forestry Commission
Helen	Keep	Senior Farm Conservation Officer	Yorkshire Dales NPA
Bill	Kenmir	Cumbrian Area Manager	RSPB
Peter	Leeson	Woodland Creation Advisor	Woodland Trust
Tom	Lorains	High Snab Farm, Newlands Valley	Lake District
Elliot	Lorimer	Principal AONB Officer	Forest of Bowland AONB
Liam	McAleese	Head of Strategy & Partnerships	Lake District NPA
John	Metcalf	Yorkshire Commoners	Federation of Yorkshire Commoners
Andrew	Miller	Head of Programmes & Conservation	Northumberland NPA
Robin	Milton	Chair Hill & Uplands Farming Forum	NFU
Tom	Morgan		National Trust
Laurie	Norris	Environment & Land Use Adviser	NFU
Duncan	Peake	Chief Exec Holker Estates and Chair Cumbria LEP Rural sub-group	
Robert	Philipson	Low Sinderhope Shield	North Pennines
Colin	Price	Long Bank Farm, Keasden	Forest of Bowland
Stephen	Ramsden		Nidderdale
Steve	Ratcliffe	Director of Sustainable Development	Lake District NPA
Will	Rawling	Hollins Farm, Ennerdale	Lake District
Joe	Relph	Chair of the Federation of Cumbrian Commoners	Lake District
David	Renwick	Director of Conservation	North York Moors NPA
Nicola	Riley	Head of Soils, Uplands & Peatlands	Defra
Neil	Robson	Townshield Farm	Northumberland
Mike	Sanderson	NFU Cumbria County Adviser	NFU
Charles	Scott	Manager of Farm Business Survey	Newcastle University
Adrian	Shepherd	Head of Land Management	Yorkshire Dales NPA
Barry	Simons	Environment & Land Use Adviser	NFU
Pete	Spriggs	Facilitator	Clearer Thinking
Rob	Stoneman	Chief Executive	Yorkshire Wildlife Trust
Clement	Teagle	Director General's Communications Advisor	National Trust
Simon	Thorp	Director	Heather Trust
Allison	Whalley	Environmental Project Manager	Environment Agency
Marian	Wilby	Nidderdale Land Management Team Leader	Nidderdale AONB

Appendix 3 – Julia Aglionby's opening comments

Welcome to Newton Rigg where today we seek to look forward and shape the future of the northern uplands. It is fantastic to see so many from such a large area of the north and thank you to Wes for welcoming us to Newton Rigg, a safe space for dialogue.

Today has come about a result of a great deal of work by our friends in the National Park movement and in particular Andrew Herbert and his colleague Sandra Edmondson from the Lake District and Adrian Shepherd from the Yorkshire Dales to whom we extend our thanks. We are appreciative of the financial support from all five northern national parks without which today would not have been possible and are also delighted to have many from other upland areas with us both AONBs and non designated areas.

If You Want To Go Fast, Go Alone. If You Want To Go Far, Go Together

While known as an African proverb this could easily be the strap line of the Uplands Alliance; we do not exist as a legal entity and do not plan to do so; but we do seek to empower and enable all those with a passion and concern for the Uplands to share their voices and enable the common ground to be found and then amplified at a national level. The Uplands Alliance has no budget and no staff; Defra kindly provide some secretariat services through Claire Horton, who is here today. What we are is a coalition of the willing, we have a Steering Group balanced across the sectors of conservation, landscape, farming, landowning and communities drawing on those that do (farmers, rangers and conservation managers) those that think (academics) and those that plan (policy makers).

What this approach does not mean is reaching for the lowest common denominator as the way forward, rather it demands we listen to each other, challenge each other and speak truth to power. Today we have three "powerful" organisations to address us and are grateful for their presence.

Truth is a challenging subject, much maligned with phrases such as post-truth creeping into our vocabulary. As some in the room will know a strap line that I am fond of using is; multiple perspectives, multiple truths. In short the truth that we all individually believe in arises from the experiences that we each have had; from our childhood, education, work and family. Inevitably these are different for each person in the room and therefore our perspectives will differ and view of the truth, hence multiple truths. But by building on the richness of these different perspectives we can create a more resilient and more sustainable future for the uplands.

For me the uplands are fantastic and our infographic highlights some of their richness. I am though acutely conscious that while they provide a fantastic array of benefits to society, and could provide even more, we have been pretty poor salesmen. We have understandably become complacent with a ring fenced CAP to rely on but the sun is setting pretty fast on those days.

One outcome of the Uplands Alliance event in London that was universally agreed is that we should take to the road and trail our wears explaining the health, well being and environmental benefits the uplands offers when appropriately supported. And if we are going to expect financial support from taxpayers we will need to demonstrate value for money; by building and honouring a covenant with society; asking them what they would like and seeking to enhance our offer.

Today we look to put some flesh on the bones of how this covenant might be structured. In summary I am positive about the future for the uplands as we have a great story to tell. As we move forward, and remembering we are sat in a place of education, maybe we should be looking to pilot test our ideas through real world case studies testing future support and reward options.

Please enjoy the day, speak your mind, then go home and let your life speak.

Appendix 4 – Helen Ghosh's speech

Helen Ghosh: How can the National Trust support upland farmers?

Speech delivered to the Uplands Alliance by Helen Ghosh, director general of the National Trust

Thank you very much for the invitation to talk today.

First, some context. The National Trust strategy has at its heart playing our part in restoring our natural environment. "Promoting the preservation" of landscapes and nature was central to Octavia Hill's vision for the Trust in 1895, so the echoes to our founding charitable purpose couldn't be stronger. But the Trust is also committed to farming which produces the high quality food the nation needs. Indeed, the future of farming is bound up with the future of nature: without a healthy natural environment the long term viability of farming is in question and farmers will often be those in the front line producing a healthy environment.

We won't succeed in restoring nature without working in partnership with farmers. They are the essential partners in reaching our ambitions and they have the skills and understanding that we need. Many are already delivering great results for nature and landscape alongside producing high quality food. We are committed to drawing on all that experience and knowledge and taking and sharing the best practical examples. The bottom line is that successful relationships with our tenants are vital to us and we want to work in partnership with them in this work. That's why we will be drawing up long term local plans for our estates across the country which reflect these commitments and have nature, entrepreneurship and the production of quality food at their heart and inextricably linked.

What is our ambition for this partnership here in the uplands? We knew that we faced a difficult decision when Thorneythwaite in Borrowdale came up for auction last summer, but the level of concern produced locally and nationally by our decision to buy land – but not the farmhouse – took us by surprise. The force of the response was in large part because it was seen as a sign of something more profound – that the National Trust had in some way lost its commitment to support upland communities in the Lake District and the traditional farming system that sits at their heart. Nothing could be further from the truth. We want to stand alongside our farm tenants in looking after this most wonderful legacy of landscapes, buildings and farming traditions and be partners with local communities to help them flourish in the face of future challenges.

But we also know that our actions have to support these commitments, as I discovered when I visited Borrowdale just before Christmas. At Thorneythwaite, Joe Weir, from a local farming family, is now looking after the Herdwick flock that came with the land, working with other Commoners on grazing regimes, exploring opportunities to restore some of the in-by meadows and the historic woodland pasture on the farm.

Having seen his enthusiasm and energy, and learned at first hand of the enterprise and skill of the other farmers I met, I feel very positive about the future of upland farming. While there are some big challenges and – yes, threats – I am much more in the camp that believes that there is an unprecedented opportunity for the uplands post-Brexit. If we work together we can grab the chance to make their future more sustainable than it has ever been. Reliance on CAP subsidy as now is not the future, but the opportunities are there, we believe, for the uplands to take advantage of new income streams, in ways which I will touch on later – alongside maintaining some core public financial support – which deliver the benefits that the public want and the nation needs.

At the Countryfile Live event last August, I outlined the general features of what we believe any future taxpayers' support system for agriculture as a whole should look like. At their heart is the proposal that – beyond a transitional period – the taxpayer should only be supporting the outcomes that other markets won't pay for but which the public cares about: more abundant wildlife and habitats, heritage, and, at least in the transitional period, healthy soils. Central to this proposal is that farmers should be paid for outcomes – more lapwing or ring ouzels = more money. This should favour smaller farmers, including those in the uplands, rather than simply reward farmers for scale.

Meanwhile, farmers should receive a proper price for the food they produce, and we need to develop new payments for other services which land management provides: water management, public access, health, clean energy or carbon storage. These are general principles and the next steps will be to now develop these in partnership with our farm tenants including those in the uplands, so that we can work together on the basis of a clear plan for the future, which we have created together.

Here in the Lakes we have a particularly important role. This is partly because the landscapes here and the public's interest in those landscapes cut straight to the core of our purpose and our history. This combined with the depth of our relationships here, means we are well-placed to explore – together – what our principles mean in practice and we will be setting out our thoughts for discussion in the spring.

What are our first thoughts about the role we should play in the uplands? Livestock production will remain at the heart of upland farming and is a crucial component in managing the landscapes and habitats for these wider benefits. However, maintaining high, or seeking to increase, numbers of livestock in the uplands is in itself likely to be no long term financial solution. Focussing on quantity rather than quality could also compromise or run counter to some of the aims we have to restore rivers and wider catchments, landscapes and habitats.

But peel away the debates about stocking rates and there's a fundamental truth that we can't ignore: rearing animals and working with them through the seasons is central to the culture and landscapes of the uplands, and we should celebrate and harness this. These skills are vital to the kind of landscape and habitat management we're going to want and need.

So we want to support Trust farm tenants in the maintenance of healthy, sustainable flocks and the shepherding skills and capacity to care for them and ensure they are grazing in the right place at the right time in the right numbers. There is also scope, which the Trust strongly supports, to command higher prices for animals through effective marketing for high quality grass fed livestock produced in an environmentally friendly way. The emphasis here should be on quality not quantity. So we will be exploring with Lakes farming representatives the creation of a new marketing scheme for Herdwick and other high

quality, local upland livestock: we know that adding value as a producer is one of the best ways to start being a price maker rather than a price taker.

Another issue highlighted by last summer's events was the concern both local communities and the public had about the size and shape of our farms. The Trust has a wide range of size of farm holdings in the uplands, and seeks to maintain what is significant in conservation terms about each. World Heritage Site nomination in the Lakes gives us a perfect opportunity to understand better the significance and history of each place, which vary by local circumstance. A clear and transparent strategy for the future can then be based on that, conserving the best and most important regardless of size, alongside ensuring a pathway of scale to enable farmers to move onto and up the ladder.

A better economic future will undoubtedly depend on developing more diverse revenue streams and skills within upland farming, alongside producing high quality food. We are committed to supporting the development of a multi-skilled upland farming community and will work with our tenants and other partners to develop ways to grow the skills that existing farmers have, while also creating training and development opportunities for new entrants to hill farming on our own land. We will be investing in new and re-invigorating existing schemes that create clear pathways for new entrants into farming and use the diversity of our large farmed estate to do this.

The uplands are uniquely well-placed to take advantage of a focus on delivering wider public goods, and also in tapping into new market opportunities. These market opportunities, which trade on water management, public access, health, clean energy or carbon storage, have been the subject of much talk and little tangible action. That's why the Trust is playing our part in piloting and testing how these will work in practice. We're designing a whole farm scale 'payments for outcomes' scheme with our tenant farmers in the Yorkshire Dales and also seeking an upland pilot venue to run our concept for how to trade 'slow, clean water', following on from our successful natural flood management project, with farmers, on the Holnicote Estate in Exmoor. We want these to work beyond our boundaries, and Government has been a key audience for our ideas: they are listening and keen to see good thinking in action.

Indeed, we would also be delighted to see in any post-CAP schemes explicit public financial support available to specifically promote cultural heritage in some of our most special farmed environments. Here in the Lakes is a case in point, and it may be that the proposed WHS designation may provide a purpose-built framework and hook from which to hang any formal mechanism.

There is change coming and we need to face into this together. But upland farmers have proved over the centuries that they are resilient and adaptable and those traits will be needed again over the next decade. If we work together, with a clear sense of our common goals, there is a bright future for farming, landscapes and nature. You can count on our commitment and support.

ENDS

Appendix 5 – Comments on the London Workshop Statements

The final session also provided an opportunity for groups to comment on 'Looking Forward...' statements from the September workshop held in London. The following comments and suggestions were generated by delegates:

London 22/9/16 Workshop Statement	Comments
1) Inform and engage the public	<ul style="list-style-type: none"> • Vulnerable is missing.
a) Communicate what the uplands provide to local communities, visitors and the wider public	<ul style="list-style-type: none"> • Visitors / tourists? • Potential version: Communicate what the uplands provide now (and could provide more of in the future) to local communities, visitors and the wider public.
b) Explain the links between management, public benefits and healthy food	<ul style="list-style-type: none"> • Positive and negative. • Explain links between land management • Explain the links between <u>land</u> management. • Should it be land or upland management? • Potential version: Explain how existing management affects public benefits and food production.
c) Articulate and clarify the diversity and value of landscapes	<ul style="list-style-type: none"> • Infers confusion. • Potential version: Articulate and clarify the diversity and value of landscapes but seek to underpin enhancement potential.
2) Encourage businesses to flourish and deliver public goods	<ul style="list-style-type: none"> • Combine c) and d) • Additional statement under this area 'Ensure farm businesses are viable, sustainable and profitable'. • Missing – encourage more enterprise within the business. Isolated communities connected to wider world promotes aspirations and better businesses. Education and skills development.
a) Ensure schemes are attractive and take-up high	<ul style="list-style-type: none"> • 'Ensure schemes are attractive, <u>simple</u>, and take up is high' • Add 'and encourage local employment e.g. dry stone wall restoration' • Ensure schemes are <u>simple</u>, attractive and take up is high. The word 'schemes' smacks of European schemes, should be support.

London 22/9/16 Workshop Statement	Comments
b) Ensure payments fairly and sufficiently reward businesses	<ul style="list-style-type: none"> • 'Deliver' and 'businesses' • 'Encourage the delivery of public goods <u>to be seen as</u> business diversification' • 'Payments' – need to broaden approach to consider / explore other ways to fund outputs. • Payments 'fairly' – is not well worded. Need to say 'meets the standards / prescriptions' • Potential version: Ensure payments fairly and sufficiently reward positive activities.
c) Recognise livestock production is at the heart of upland management	<ul style="list-style-type: none"> • 'Recognise <u>environmentally sustainable</u> livestock production...' Need to be open that livestock production is a means to an end in terms of delivering public goods and maintenance of cultural heritage. • There are other important land uses – links with grouse and livestock; forestry / woodland etc. • Livestock production – yes. What about sporting – moorland management? • Examples of land management where livestock production is at the heart is not always true e.g. bare peat restoration, woodland restoration. • It need not be – what about trees, water, birds?
d) Encourage the delivery of public goods as a business diversification	<ul style="list-style-type: none"> • Concern that public goods viewed as only business diversification in this point rather than central objective of management. • Disagree – delivery of public goods has to be integrated within the farm business <u>not</u> as a diversified enterprise. They are inextricably linked. • Potential version: Encourage the delivery of public goods to underpin all businesses – a public good could be food!
e) Ensure join up between land management, the rural economy and communities	

London 22/9/16 Workshop Statement	Comments
3) Encourage locally relevant delivery within a national framework	
a) Establish a national framework to ensure national priorities are delivered locally	<ul style="list-style-type: none"> • Comment: Sounds quite 'top down' a national framework, but with flexibility for locally-specific delivery • With flexibility • Needs to include reference to local priorities, not just national. • Is a national framework relevant or necessary, local is better. More challenging for a public support mechanism.
b) Have properly convened partnerships to decide local outcomes	<ul style="list-style-type: none"> • A bit of a woolly statement. May need re-writing more clearly.
c) Involve farmers and other landowners in the co-design of schemes to lead to co-delivery and ownership of desired outcomes	<ul style="list-style-type: none"> • Need to add communities as well as involvement of farmers. • Need to recognise that some of the factors impacting delivery are out of the hands of the farmer. • e.g. IDB's vested interests could be an issue. Principle is good. Can be disconnect between delivery and who pays. • Potential version: Involve farmers, foresters, outdoor groups etc. and other landowners in the co-design of schemes to lead to co-delivery and ownership of desired outcomes
d) Keep metrics simple to monitor outcomes	<ul style="list-style-type: none"> • ... and ensure value for public money • ... to monitor outcomes and stepping stones • Potential version: Keep metrics simple and monitor outcomes
e) Include effective and trusted facilitation services	<ul style="list-style-type: none"> • Include advisory and training • Build capacity of farmers to self facilitate and monitor • 'Include effective, trusted <u>and local</u> facilitation' • e.g. NPA advisors – trusted advisors • By whom?

London 22/9/16 Workshop Statement	Comments
4) Incorporate good learning from previous initiatives including	
a) Schemes open to all e.g. ESA, HFA & UELS	<ul style="list-style-type: none"> • Open to all yes, but will need some prioritisation of resources / options etc. on basis of where effective and where priorities are – clarify words here. Don't use artificial boundaries – natural landscape or catchment based boundaries. • Needs more clarification. • Schemes open to all may not work in all areas. Depends on what's being delivered. • Based on positive outputs not negative.
b) Projects e.g. Farmer Networks, North-West Livestock programme	<ul style="list-style-type: none"> • Broaden scope e.g. SCaMP, NIA • Include NGOs
c) Partnerships combining different knowledge can be especially productive	<ul style="list-style-type: none"> • Include NGOs
d)	<ul style="list-style-type: none"> • Potential additional statement: Encourage research into interactions between farming, ecology, forestry – water quality and quantity.