

Looking Forward: Shaping the future of the SW Uplands

31st March 2017

Event Report



Bodmin Moor landscape - ©Alanjeffrey Dreamstime.com



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THE UPLANDS ALLIANCE
A Network For The Future Of England's Uplands

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Executive Summary

Setting the scene

Professor Dieter Helm set out his perspective on the potential for continuing funding support for farming in the uplands once the UK leaves the EU:

- **The CAP is 'dead'** – Pillar I has little future in the medium term and Pillar II will be reconstructed
- The total level of **farm subsidy in the UK is likely to fall** below the current level of £3 billion
- Realism is needed and most of the UK's agriculture is uncompetitive in global markets
- Upland farming is not valuable **in pure commodity competitiveness terms**
- However, the uplands are extremely valuable natural capital
- **Maintenance and enhancement** of natural capital and delivery of public goods is essential – biodiversity, carbon, health, education, tourism and commodities
- Support for maintenance and enhancement of natural capital is likely to come from:
 - Direct subsidies and the replacement of CAP Pillar II
 - Levies and support payments for tourists, service industries and users
 - Grants and charitable funds
 - Income from users
- The Conservative Government's policy objective of *"being the first generation to leave the natural environment of England in a better state than that in which we found it"* and if we can deliver this the prize would be enormous.
- Consideration is required on the most appropriate institutional mechanisms to manage delivery – Rural Payments Agency?, National Parks?, Defra?, Environment Agency?, New organisations?
- The future of upland farming is likely to be one where farmers are seen as custodians of natural capital; provide a range of services to visitors, and are paid to provide public goods.
- There is a strong case to make and our uplands could be in even better shape if we follow these four steps:
 - Create a Capital Register
 - Develop a Risk Register
 - Prepare a Maintenance Budget
 - Design an Enhancement Plan

Summary of views expressed by workshop participants over the day

A wide range of considerations emerged from the workshop discussions:

- **Food production:**
 - We should recognise livestock production is at the heart of upland management
 - Food production should also be about food security
 - Cheaper food and quality are important considerations
 - Need to invest in R&D in improving efficiency and productivity of food production and also for other benefits.

- **Public benefits:**
 - Encourage the delivery of public goods as a business diversification
 - Education should be on the list of benefits
 - We should incorporate social and cultural capital – uplands are not just Natural Capital
 - Uplands provide a package of outcomes in very close proximity or even over-layered and we are managing for the package
 - Commons are different and complicated and we require commons specific schemes
- **Delivery mechanisms and accountability:**
 - Does there need to be the creation of locally accountable bodies that can do this?
 - Knowledge from the farming community has a real value for designing future programmes
 - We need commitment from organisations and build trust in partnerships
 - The Burren is a good example where it is up to the farmer how the outcome is delivered - other useful examples on Dartmoor and Exmoor
 - Would like to be paid for outcomes but we require a **transition system** based on paying for outputs whilst we work out outcomes schemes
 - Would like **longer funding cycles for schemes** though short term schemes are fine for one off events.
 - Schemes should be open to all e.g. Environmentally Sensitive Area and Upland Entry Level Scheme.
 - Include support for Farmer Networks and projects such as the North-West Livestock Programme
 - Include a Leader type programme to ensure a join-up between land management, the rural economy and communities
 - Establish a national framework to ensure national priorities are delivered locally
 - Proactively reward innovation and management costs and move away from income foregone as the basis for payment calculations
- **Communications:**
 - We need a consistent message so we convey a clear message whenever they meet people
 - We need to publicise what the uplands provide to local communities, visitors and the wider public as well as the decision makers so that everyone in UK understands the fragility of the uplands
 - We need to commission a communications agency to sell what we should do and advertise nationally – an “Up the uplands” campaign.

There was a general feeling that we are better when we are pulling together – both farming and conservation interests and uplands nationally.

Event Purpose

This event was set up as invitation only in order to manage the number of people that could fit into the venue and also to ensure that we had a good mix of people representing all the different interests and aspects of our uplands. In total there were 46 people, including farmers and landowners (Dartmoor, Exmoor and Bodmin), public bodies, representative bodies, environmental NGOs, national park societies, water companies, commons and business¹.

The event was hosted at the South West NFU regional office. It was an opportunity to build on the previous 3 workshops held by the Uplands Alliance and to develop a common national upland position. It will also enable the SW to further explore how the uplands can work together. and what they need to focus on over the coming months and years.

The Keynote speakers for the day were: Dieter Helm, Professor in Economics at the University of Oxford and Independent Chair of the Government's Natural Capital Committee and Julia Aglionby, Chair of the Uplands Alliance, and Executive Director of the Foundation for Common Land.

Agenda and timetable

Time	Session	Content / Speakers
10:30	Arrival & registration	Refreshments provided.
11:00	Welcome & introduction	Overview of the day and key outcomes <ul style="list-style-type: none">Nigel Stone, outgoing Chief Executive, Exmoor National Park and Chair of the South West Uplands Network.
11:05	Developing local and national Upland policies	Overview of the Uplands Alliance and the process for developing local and national upland policy <ul style="list-style-type: none">Julia Aglionby - Chair of the Uplands Alliance, and Executive Director of the Foundation for Common Land
11:20	Natural Capital Presentation	<i>"How can the Natural Capital Approach inform the development of future government support for the South-west Uplands?"</i> <ul style="list-style-type: none">Professor Dieter Helm - Professor in Economics at the University of Oxford and Independent Chair of the Government's Natural Capital Committee.
11:50	Questions	
12:10	Workshop 1 Public benefits and public funding	Workshop 1 - Introduced by Kevin Bishop. To consider: <ul style="list-style-type: none">Which public benefits from the uplands should government funding support?What principles should guide public funding in the uplands?How should public funding for the uplands work, to follow these principles?

¹ A list of attendees is in Annex A.

Time	Session	Content / Speakers
12:45	Lunch & networking	Light buffet.
13:30	Workshop 2 SWUN	Workshop 2 – Introduced by Nigel Stone. To consider role of South West Uplands Network: <ul style="list-style-type: none"> • Consider and Finalise position statement • How can we build support in the region?
14:10	Workshop 3 Looking Forward	Workshop 3 – Introduced by Robin Milton (5 mins) <p><i>(i) Review the Outcomes from the London event and prioritise your top actions for next steps</i></p> <p><i>(ii) How do we best reach out to local communities, visitors and the wider public</i></p>
14:35	Looking Outward Plenary Session chaired by Nigel Stone	How do we best link the South-west Uplands with other Uplands across England? The role of the Uplands Alliance?
15:15	Depart: Tea and Coffee Available	

Welcome and Keynote Speakers

In his introduction to the day the chair, Nigel Stone, outgoing Chief Executive of Exmoor National Park Authority underlined all the work that has already been done on our uplands and how the South West is already pushing forward.

Overview of the Uplands Alliance and the process for developing local and national uplands policy. Julia Aglionby - Chair of the Uplands Alliance, and Executive Director of the Foundation for Common Land

Julia Aglionby noted that all the good things the uplands do and can do. She underlined the battle the uplands has in competing against education and health for funding and the need to make it clear what we are offering and if this is good value for money. The members of the Upland Alliance are a coalition of the willing. They work on a basis of organisations putting money in. this joint approach is about listening and challenging each other and speak truth to power.

Julia finished by saying we need a perspective of working together to persuade others to support what we see as a vision for the uplands.

Julia Aglionby stated that the output from the event would be the production of a short summary and full report of the event. Julia will be meeting with Defra and deputy directors to advise them on the outputs of all the events. This will start the discussion with the decision makers.

"How can the Natural Capital Approach inform the development of future government support for the South-west Uplands?" Professor Dieter Helm - Professor in Economics at the University of Oxford and Independent Chair of the Government's Natural Capital Committee.

In his speech Dieter Helm noted that it was excellent to see the joining up of the different interests across the common good. He emphasised he was expressing his own personal thoughts, not those of the Natural Capital Committee. The presentation was in two parts. The first part Dieter described as being "*bleak*". The second part addressed what we could do with our subsidies and public money. The slides are available on the Uplands Alliance [website](#).

Dieter reinforced the need for realism about what Brexit means. He believed that most farmers voted for Brexit and in doing so voted for an end to CAP and therefore voted for a new British agriculture policy. He noted that in economic terms farmers contribute 0.7% of GDP and in his view were insignificant. The claim for farmers to receive support sits next to the claims for waiting times in hospitals and therefore is a big ask. Pillar 1 is dead and pillar 2 will be reconstituted and Dieter did not believe in the future we will receive £3b into British Agriculture; maybe £1 billion, maybe less.

Dieter stated that in his view there is no part of British agriculture that is competitive on a world trade basis. The economic basis of British farming will be fundamentally undermined by operating in a global market. He felt that farmers should not worry about subsidies but instead should worry about the tariffs. Upland farming in this context is extremely vulnerable and is not competitive.

The first step for the uplands is to create a balance sheet of assets and think about how we value them. They are part of the production process. Natural capital is everything that nature gives us for free. Non-renewables that nature gives us once. He stated that renewable natural capital delivers for ever provided you don't abuse it. These are assets in perpetuity.

If you undertake enhancements you add to the Natural Capital stock and the benefits that come are the enormous public goods. He focused on biodiversity, carbon, health, education, tourism and commodities.

On the topic of support mechanisms Dieter looked at direct subsidies, levies and support payments from tourists, service industries and users. On the question of subsidy allocation Dieter was interested in who decides this? In his view there was no case for large cereal farmers in Huntingdonshire to receive support.

Dieter noted the Conservative Government's policy objective of *"being the first generation to leave the natural environment of England in a better state than that in which we found it"*. It is in the Brexit paper. He stated that if we can do all this the prize would be enormous. Dieter explained the need to think about what the uplands should look like in 25 years time in 2040?

In his conclusion Dieter urged people to think hard about the environment in a brutal and economic way. When we engage in economic accounting you will see it is a good investment for UK plc. There is a strong case to make and it needs to be made and our uplands could be in even better shape if we follow these four steps:

1. Create a Capital Register
2. Develop a Risk Register
3. Prepare a Maintenance Budget
4. Design an Enhancement Plan

The questions from the floor were very varied and in the main focused on the Common Agricultural Policy. Whilst the point was made on how important it is for farm incomes, Dieter responded with how agriculture needed to think more about markets and how we can meet their requirements better. He noted that much of the environmental damage was from before the 1960's.

Workshop 1 feedback

Introduced by Chris Giles, Head of Conservation and Land Management at Dartmoor National Park.

To consider:

1. Which public benefits from the uplands should government funding support?
2. What principles should guide public funding in the uplands?
3. How should public funding for the uplands work, to follow these principles?

Below are the key points given by the 6 groups in a post workshop feedback session from across all the questions. These were not collectively agreed but demonstrate the spread of views. A list of the example public benefits is given in Annex B.

1. Communications that publicise the benefits. We don't portray this stuff to the average person on the street.
2. Agreed with the list. Thought food production should also be about food security.
3. Mechanisms required to deliver locally accountable schemes. Does there need to be a creation of locally accountable bodies that can do this? Having an entity that can administer money and reward Natural Capital.
4. Education should be on the list of benefits.
5. Some muddle about whether benefits are outputs or assets.
6. Food production was a discussion piece. Cheap food and quality argument.
7. Discussion about people and social capital and their contribution to sense of place, culture and communities.
8. Common land and its link to in by land is dynamic and special. Commons are different and complicated and we require commons specific schemes.
9. Knowledge from the farming community has a real value for designing future programmes.
10. We need commitment from organisations and build trust in partnerships.
11. The Burren is a good example where it is up to the farmer how the outcome is delivered. Other useful examples on Dartmoor and Exmoor.
12. Need to invest in R&D in improving efficiency and productivity of food production and also for other benefits.
13. Would like a world to pay for outcomes but we require a transition system based on paying for outputs whilst we work out outcomes schemes.
14. Would like longer funding cycles for schemes though short term schemes fine for one off events.
15. Ecosystem security as a catch all and... must remember that all the systems are govt led.

Workshop 2

Introduced by Nigel Stone, outgoing Chief Executive at Exmoor National Park. The focus was 'To consider role of South West Uplands Network':

- Consider and Finalise SWUN Position statement (see Annex C)
- How can we build support in the region?

Feedback from the session based on each question and

General feel whether this is something that is useful to have?

- Shorter more catchy version that quickly gets the messages. No mention of landowners of the cultural and social contribution that upland farming makes.
- The table had broad assent for the statement. Not sure of the audience. Something the potential signatories to use and other versions for different audiences. Merit for something that has broad assent. Tried to be broad. The uplands are a result of various forms of human settlement.
- Table was not happy with the statement. Not sure who it was for. Little bit woolly. Nothing to suggest sustainable development and viable communities.
- Doubt over whether to have a position statement.

At this point Nigel Stone clarified that "we" are the audience and we come from the uplands. This position statement is not the message that would go to the wider public.

- Discussions held on value of openness and wildness.
- How Natural Capital runs through the outcomes. Is there a vision based on what it all could be?
- Agreed about incorporating social and cultural capital, uplands are not just Natural Capital.
- Wondered if farming is essential though agreed farming is central to the uplands.
- Uplands provide a package of outcomes in very close proximity or even over-layered. Are we managing for the package.
- Discussion around public access commenting we are not seeking to increase it 'as of right' but looking for opportunities to enhance access as part of a publicly funded package.
- Some concerns about whether access should have a lower priority as it conflicts with biodiversity and erosion.
- Let's make a target that everyone in UK understands the fragility of the uplands.
- They like the Uplands Alliance infographic.

How do you build support?

- Split between effort in speaking to wider society and also decision makers.
- We need a consistent message so we convey a clear message whenever they meet people.

- Need to get the wider general public to see where the wider benefits are. Using tourist information sites.
- Need to use various networks we use. Schools and councils.
- Use of SW LEP.
- How much effort into decision makers?
- Delivery should be kept national
- Need to commission a communications agency to sell what we should do and advertise nationally. "Up the uplands" to be a campaign.

Workshop 3

Workshop 3 was introduced by Robin Milton, NFU Uplands Chair. Each group was asked to read the 'Looking forward...' statements generated by the national Uplands Alliance workshop on 22nd September 2016. *See Annex E for full details of the 'Looking forward...' statement.*

The tasks were to:

- (i) *Review the Outcomes from the London event and prioritise your top actions for next steps*
- (ii) *How do we best reach out to local communities, visitors and the wider public*

The responses below are taken from the worksheets produced by each group. They were asked to detail their priorities (and to list them from 1 to 3 with 1 being the most important). Most of the groups did not rank the priorities but did supply a number of comments.

Group A

Priorities

- Ensure join-up between land management, the rural economy and communities.
- Communicate what the uplands provide to local communities, visitors and the wider public.
 - Communicate what uplands provide in simple language.
- Recognise livestock production is at the heart of upland management.
 - Priority 2 most important.

Comments

- Building from the bottom up.
- Need a new phrase for "public goods". It is meaningless to the public.
- Audit what we have, "The Interrogation Process".
- Discover which of this is most wanted by consumers.
- Create a communication framework that delivers these messages.

Group B

Comments

- Will it generate too complex a message for the general public?
- Not attractive but effective. Merge with below.
- Farmers to consider public goods as an enterprise.

- Delivery cost - farmers committed to more expenditure this not comfortable.
- Local convened groups. Accept some anecdotal knowledge.
- Recognise the correlation between countryside manager and communities.
- Also diversification as public goods.

Group C

Priorities

- Communicate what the uplands provide to local communities, visitors and the wider public.
 - Farmers can do their bit by making time to stop and talking to general public in a constructive manner.
 - This is important but probably better led by NPAs, AONBs etc.
- Recognise livestock production is at the heart of upland management.
- Include effective and trusted facilitation services.
- Schemes open to all e.g. Environmentally Sensitive Area, Upland Entry Level Scheme.
- Projects e.g. Farmer Networks, North-West Livestock Programme.

Comments

- Reword to "recognise that public goods are delivered by responsible farming and land management".
- Exmoor - like the idea of a farmer - enpa - ne - partnership.... Dartmoor not keen.

Group D

Comments

- Communicate what the uplands provide to local communities, visitors and the wider public.
 - Essential. Need to put emphasis on quality.
- Encourage the delivery of public goods as a business diversification.
- Ensure join-up between land management, the rural economy and communities.
 - Yes - more needed. Leader type programme.
- Recognise livestock production is at the heart of upland management.
 - Agree. Need to tease out what is needed to ensure this happens.

Group E

- Communicate what the uplands provide to local communities, visitors and the wider public.
 - This bullet should be merged with bullet 3. Need a positive reaction. Need to capitalise on place. You need to promote the existence value, so not everyone does not have to visit.
- Articulate and clarify the diversity and value of landscapes

- Rachel Thomas - we use to articulate the types of landscape and the layers of meaning. This appears to use landscape as a proxy for multiple outcomes.
- Ensure join-up between land management, the rural economy and communities.
 - Could be merged with the two bullets above.
- Establish a national framework to ensure national priorities are delivered locally.
 - It is difficult to agree what "good looks like" and where you want your baseline to be in time. Everyone will have different views and that will take a lot of managing.

Comments

- Income foregone does not proactively reward innovation and management cost.

Group F

- Keep measurement simple to monitor outcomes.
- Recognise livestock production is at the heart of upland management.
- Inform and Engage the Public.
 - All linked

Plenary Session

In the final plenary session of the day the following points were recorded.

- Do we put effort into the wider communications? Those simple messages do speak to MPs as well.
- Is there a value in a national approach to uplands?
- Message from an event in London with many Defra staff present was that pillar 1 funding would disappear. Everyone recognised that uplands cannot survive on food production and requires support. Will support for other sectors fade away?
- A comment that we are better when we are pulling together.
- Approximately 75% of uplands are protected landscapes and 7 out of 10 of the National Parks are in the uplands. Landscape is about the scenic but also about sense of place and history.
- If the Uplands Alliance is to go the next step it will need to source funding. Does it have the backing for this?
- Need to emphasise importance of localism and delivering locally.
- When the UA started there hadn't been Brexit. What was it trying to do? Did have things to do but now there is a need.

Annex A - List of attendees

Name	Role	Organisation
Julia Aglionby	Chair	Uplands Alliance
Mary Alford	Farmer	Dartmoor Farmer
Layland Branfield	Farmer	Dartmoor Farmer
Nick Bruce- White	SW Regional Director	RSPB
Sarah Bryan	Chief Executive	Exmoor NPA
Ross Cherrington	Senior Farm Advisor	Westcountry Rivers Trust
Anton Coaker	Farmer	Dartmoor Farmer
Bridget Cole	Farmer	Dartmoor Farmer
Paul Cottington	Environment Adviser	NFU
Norman Cowling	Farmer	Dartmoor Preservation Association
Julie Downton (DCC secretary)	Bodmin	Bodmin Farmers
Tom Dracup	Livestock Adviser	NFU
Janet Dwyer	Professor of rural policy and Director of CCRI	CCRI
Philip French	Farmer	Dartmoor Farmer
Bill Geen	Farmer	Exmoor Farmer
Chris Giles	Head of Conservation and Land Management	Dartmoor National Park
Tom Greeves	Chair	Dartmoor Society
Rupert Hanbury Tenison	Bodmin	
Heather Harley	Conservation Officer	Exmoor National Park
Dieter Helm	Chair	Natural Capital Committee
John Hodge	Farmer	Dartmoor Farmer
Claire Horton	Policy Adviser	Defra
David Knight (Chair of EHFP)	Farmer	Exmoor Farmer
Phil Le Grice	Principal	Bicton College
Ann Maidment	Rural Surveyor	CLA
Christine Malseed	Farmer	Dartmoor Farmer

Robin Milton	Chair NFU Uplands Forum	Exmoor Farmer
Steve Nankivell	Farmer	Bodmin Farmer
		New Forest
Naomi Oakley	Principal Adviser	Natural England
Mark Pope	Chair	NFU Environment Forum
Clive Porro	Wildlife Team	Defra
Alex Raeder	Head of Nature Conservation in SW	National Trust
Maurice Retallick	Farmer	Dartmoor Farmer
Rob Scarrott	Head Of Environment and Upstream Markets	SWW
David Smith	Programme Manager Upstream Thinking	SWW
Melanie Squires	Regional Director	NFU
Alex Stevens	Regional Policy Manager	NFU
Nigel Stone	Outgoing Chief Executive	Exmoor NPA
Tom Stratton	Deputy Land Steward - Western District	Duchy of Cornwall
Rachel Thomas	Chair	Exmoor Society
Kate Tobin	Partnership & Expertise Manager	Forestry Commission
John Waldon	Chair	Dartmoor Commoners Council
John Wibberley	Professor	University of Reading and Royal Agricultural University, Cirencester
Ann Willcocks	Farmer	Dartmoor Farmer
Christina Williams	Land Owner	CLA
Michael Winter	Professor of Land Economy & Society	University of Exeter

Annex B - Example Public Benefits

Food production, Flood management, Tranquillity and wellbeing, Carbon storage, Space, exercise & relaxation, Biodiversity and ecosystems, Clean air and water, Landscape, Wood products, minerals, Historic and cultural value

Annex C - South West Uplands Network – Draft Position statement [31 March 2017]

The South West Upland Network² is a mix of statutory bodies, trade bodies, academics, NGOs, scheme deliverers, and farmers that have come together to provide unified action for the upland areas of South West England encompassing the two National Parks of Exmoor, Dartmoor; and Bodmin Moor, an Area of Outstanding Natural Beauty.

Our aspirations are that:

1. The significant and impressive array of public goods and benefits that the South West Uplands provide should be conserved and enhanced
2. There should be mechanisms that reward delivery of natural capital and ecosystem services
3. There should be locally adaptable solutions that meet national standards but are tailored to the local circumstances.
4. There is recognition of the essential role sustainable farming systems play in the future delivery and maintenance of these public goods and benefits.

Along with the other English Upland, the South West Uplands share many characteristics while remaining diverse and distinctive. This diversity must be celebrated and recognised within all future land management schemes.

The intrinsic value of the uplands is the result of natural processes overlaid with millennia of extensive livestock farming practices which have worked with the grain of nature. Without policies and actions that enable natural processes and reward sensitive management we will not have this rich natural capital and the vital ecosystem services that contribute so much to regional and national economy and wellbeing. These assets are a vital part of our tourism industry, and wider economic and social fabric and include but are not limited to:

- Landscape character celebrated by National Park and Area of Outstanding Natural Beauty designation
- Provision of public access to over 73,800 hectares of treasured landscapes famous for both their wildness and tranquillity and enjoyed by more than 4 million visitors a year
- Priority biodiversity habitats and species including 12,500ha of blanket bog 34,000 hectares of internationally important moorland
- 10% of the England's Scheduled Monuments and prehistoric landscapes going back to the Bronze Age
- Protecting 90% of the drinking water to 1.6 million residents and 8 million annual visitors to the region
- Peat soils that store in excess of 9.2 million tonnes of CO₂ equivalent.

The organisations represented in the South West Uplands Network share a passion for these distinctive and special places and have come together in

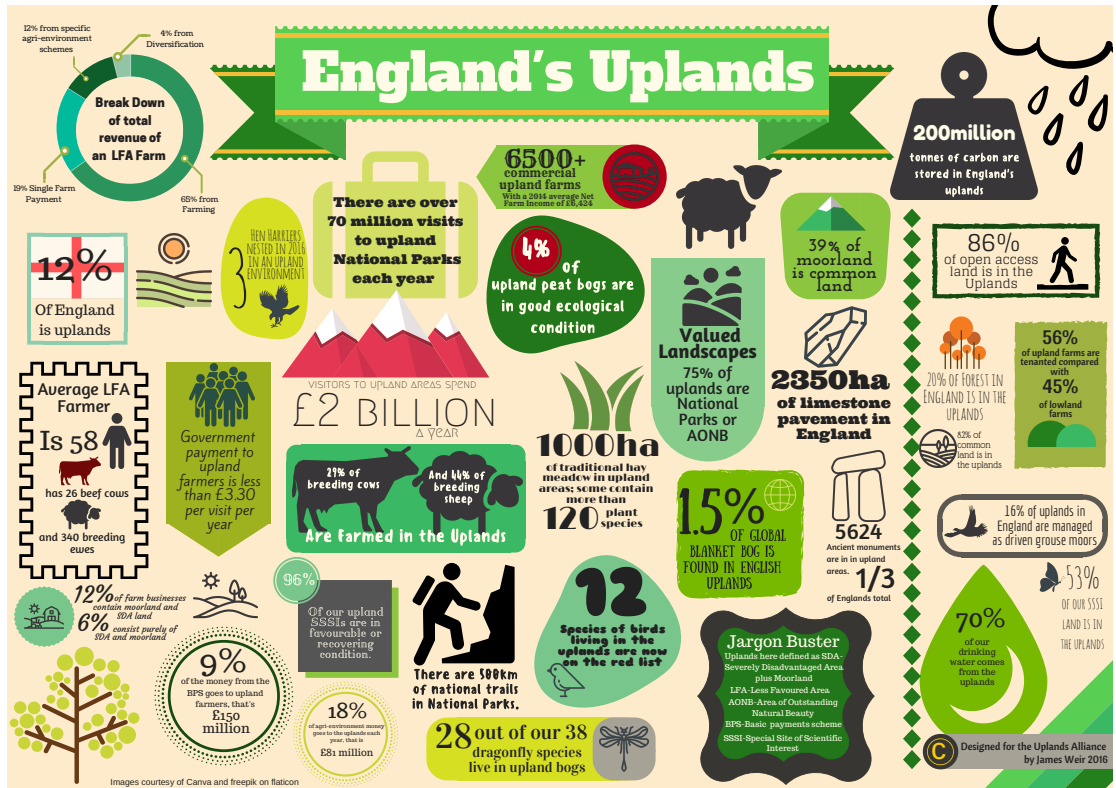
² Country Land and Business Association, Dartmoor National Park Authority, Dartmoor Preservation Association, Devon, Somerset and Cornwall County Councils, Devon LNP, Devon Wildlife Trust, Duchy of Cornwall, Exmoor National Park Authority, Exmoor Society, National Farmers Union and NFU Uplands Group, Royal Society for Protection of Birds, South West Water, South West Uplands Federation, The National Trust

partnership so that – ***“The environment, economy and culture of our South West Uplands continue to thrive and play a key role in sustaining the region and enabling it to be more resilient and prosperous”.***

In particular, we wish to see much needed ongoing investment in the South West Uplands based on the following principles:

1. Livestock farming and food production is at the heart of upland agricultural systems and needs to be sustained to continue to deliver and enhance the multiple benefits our uplands provide
2. The marginal nature of upland farming which works with the grain of nature justifies additional measures to reward good management that results in the delivery of public benefits and enhancement of natural, social and cultural capital
3. Any new scheme must be straightforward to understand and led by farmers and environmental organisations working together, with local as well as national accountability
4. There should be a focus on outcomes rather than prescription and process, and rewards should be based on evidence (impartial science), clear objectives and straightforward indicators for monitoring success
5. Development of a new area and feature based scheme, integrated across habitats and land uses which helps sustain a landscape rich in natural beauty, wildlife and cultural heritage so that:
 - a. The treasured landscapes of Exmoor, Dartmoor and Bodmin Moor and the distinctive historic and cultural features they contain are maintained in good condition
 - b. The most important habitats – moorland, heathlands and grasslands; scrub, trees, hedgerows, woodlands and wetlands – are conserved and enhanced
 - c. The distinctive diversity of plant and animal species are protected and the future secured for the most vulnerable and rare species
 - d. Water quality, storage and provision is maintained and improved
 - e. Carbon stores in peat, soils and woodlands are affectively managed
 - f. Opportunities for public access, enjoyment and inspiration are increased and an increasing contribution made to peoples’ health and wellbeing.
6. A scheme that works on common land as well as enclosed land, farmed and unfarmed habitats.

Annex D - Uplands Infographic



Annex E - “Looking forward we need to...”statement

As a group please note any statements you disagree with, and why.

On 22nd September 2016, over 80 people from all over England, representing interests including farming, conservation and landscape, water, research and others, took part in an Uplands Alliance workshop. The following statements are a summary of what they said when asked about the uplands -“Looking forward we need to...”

1. Inform and Engage the Public

- Communicate what the uplands provide to local communities, visitors and the wider public
- Explain the links between management, public benefits and healthy food
- Articulate and clarify the diversity and value of landscapes

2. Encourage Businesses to Flourish and Deliver Public Goods

- Ensure schemes are attractive and take-up is high
- Ensure payments fairly and sufficiently reward businesses
- Recognise livestock production is at the heart of upland management
- Encourage the delivery of public goods as a business diversification
- Ensure join-up between land management, the rural economy and communities

3. Encourage Locally Relevant Delivery within a National Framework

- Establish a national framework to ensure national priorities are delivered locally
- Have properly convened partnerships to decide local outcomes
- Involve farmers and landowners in design of schemes for shared delivery and ownership of outcomes
- Keep measurement simple to monitor outcomes
- Include effective and trusted facilitation services

4. Incorporate good learning from previous initiatives including

- Schemes open to all e.g. Environmentally Sensitive Area, Upland Entry Level Scheme
- Projects e.g. Farmer Networks, North-West Livestock Programme
- Partnerships combining different knowledge can be especially productive