

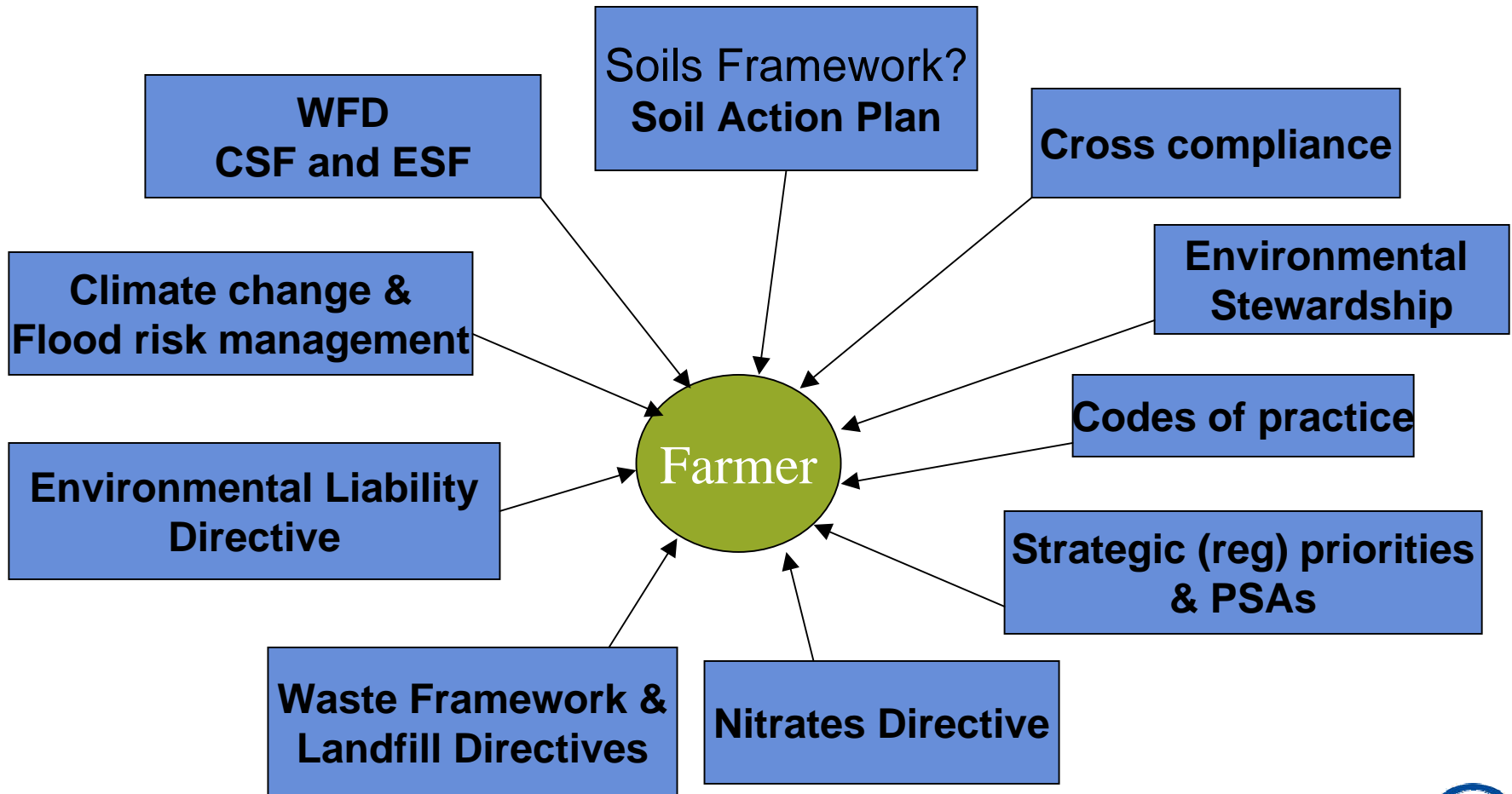


Advice to farmers: what works and why

Carol Somper, Sustainable Development Manager



Too much to think about?



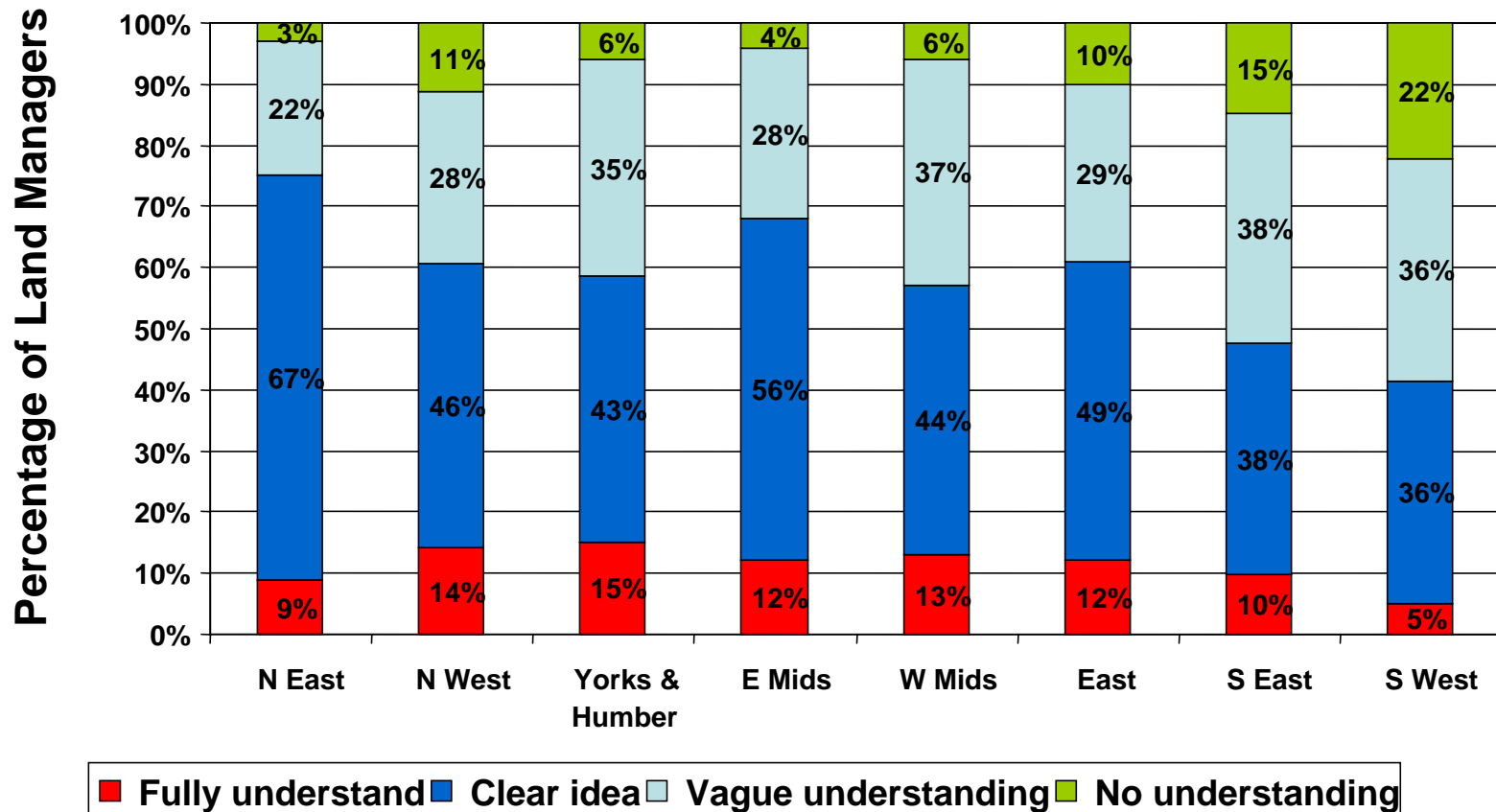
Community-led Development:

- **“Build in participation from the start or the initiative will fail; its all about people”**
- **“[We’re] facilitating a process that local people want”**
- **“locals were asked about their views and ideas for the area and the community’s well-being”**
- **“Encouraging those with ideas to come forward and act on them is critical”**

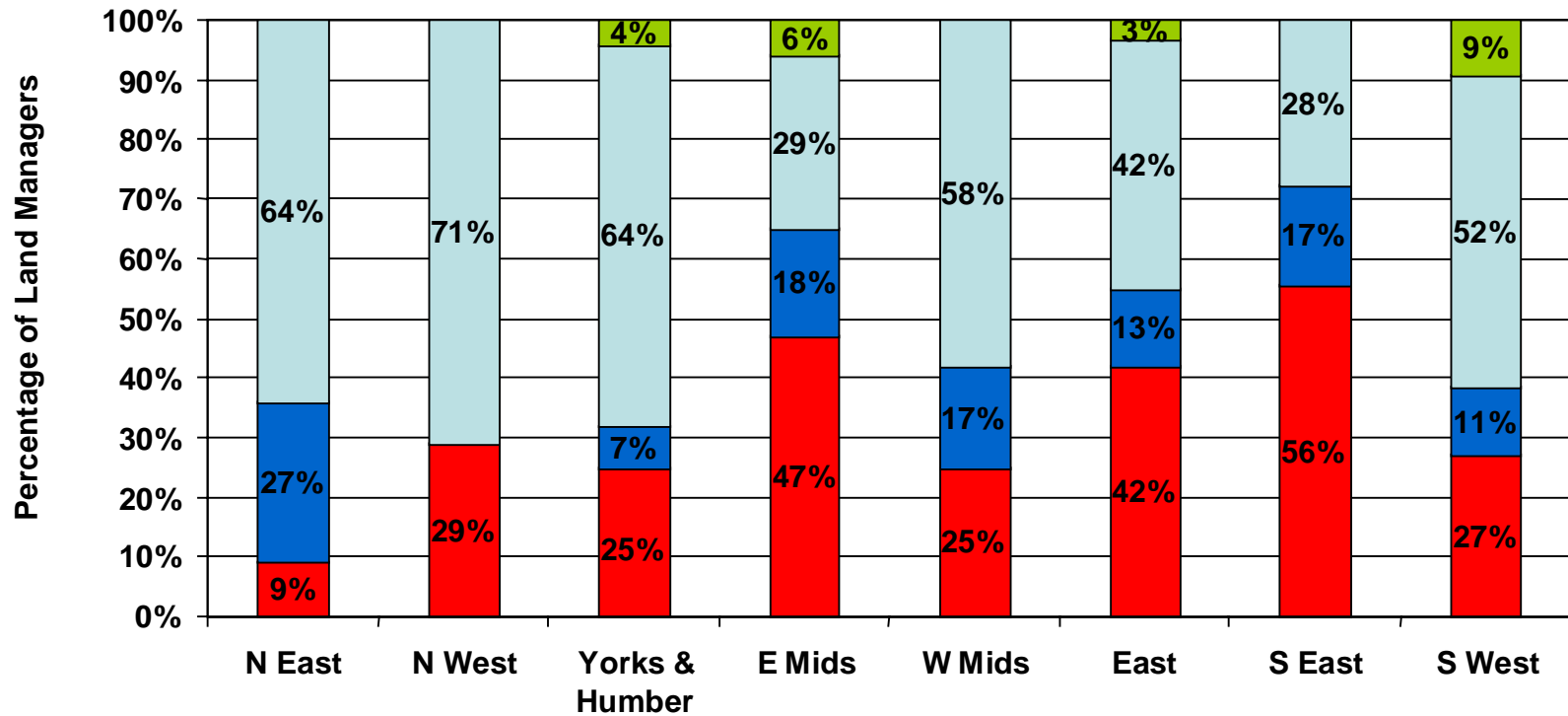
Environment Sensitive Farming

- **Successfully raising understanding about why agriculture is a significant source of diffuse pollution**
- **Provides support for ways of tackling ‘diffuse pollution’ problems on farm.**
- **Follow-up surveys show intentions to change practices are being implemented**
- **Topicality and money work, e.g. ELS funding is a key driver**
- **Need to integrate advice delivery between organisations**
- **ESF is informing, demonstrating and developing a better level of understanding of how changes can be introduced on individual farms**

Land managers understanding of the term 'diffuse pollution' by region before event attendance



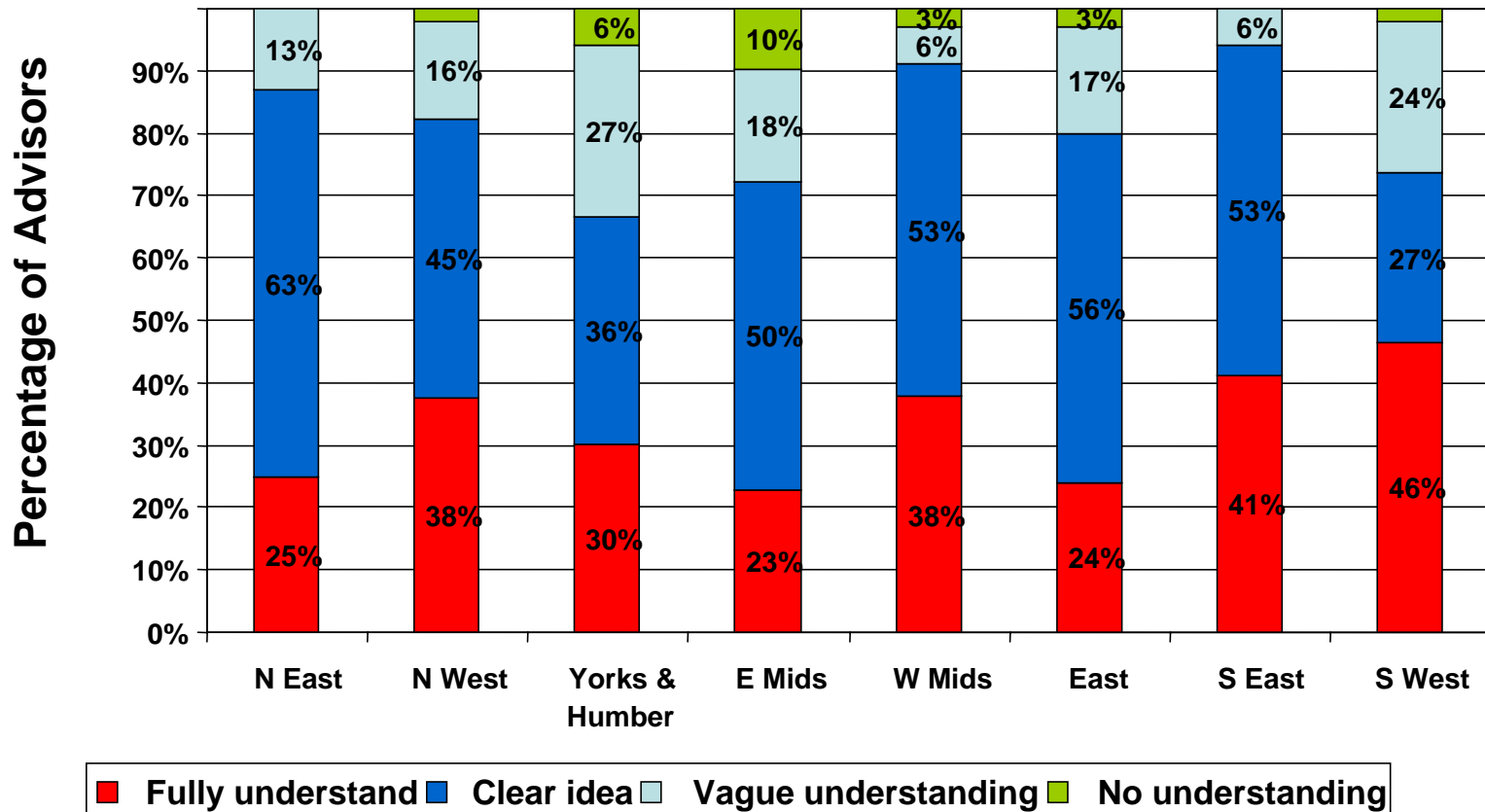
Change in understanding of the term 'diffuse pollution' amongst land managers following ESF event attendance



■ Good pre-event understanding has improved
■ Limited understanding has improved

■ Good pre-event understanding, no improvement
■ Limited understanding has not improved

Advisors/influencers understanding of the term 'diffuse pollution' by region before event attendance

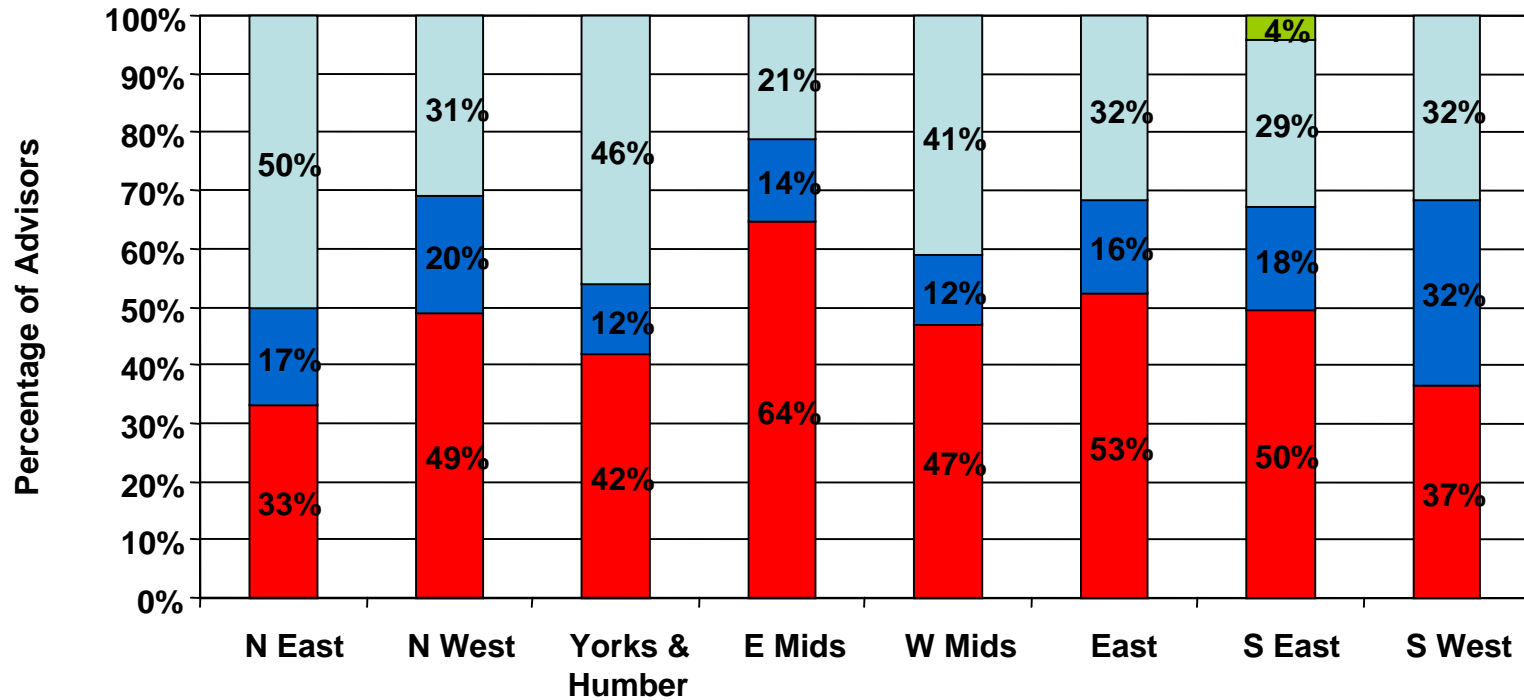


Advisors' confidence in providing advice to reduce pollution:

Cumulative Feb-Dec 2005			
	Very Confident %	Quite Confident %	Not Confident %
Nutrient planning	32	44	19
Manure management	32	47	17
Dirty water management	17	45	33
Water margin management	21	51	38
Buffer strips	35	47	14
Biobeds	6	27	61
Disposal of waste chemicals	21	40	35
Composting	8	32	54
Waste minimisation	9	48	38
Soil compaction / poaching	31	53	12
Soil erosion	31	53	12

Base 317 ('no responses' not included)

Change in understanding of the term 'diffuse pollution' amongst advisors/influencers following ESF event attendance



■ Good pre-event understanding has improved further
 ■ Good pre-event understanding no improvement
 ■ Limited understanding has improved
 ■ Limited understanding has not improved

ESF Web-site statistics

April 2005 to 15 February 2006

Number of visits	12,810
Number of visitors	7,317
Number of pages viewed	103,723
Visits > 2 minutes	4,607
Number of technical downloads	11,975

National & regional press coverage

Summary of editorial coverage achieved in Year 1			
Year	Number of articles	Space (as A4 pages)	Value (£) (based on advertising equivalence)
Total for year 1 campaign	93	60.55	208,303

Other learnings

- working within a strategic framework, but **reactive** to local ideas and aspirations
- facilitating a process... “*really helped to spark ideas and enthusiasm between groups*”
- LEADER **formal networking** for problem-solving and spreading innovation

Effective farm-scale delivery:

- **Accessible advice**
- **Confidence**
- **Trust**
- **Respect**
- **Good facilitation**
- **Strong social networks and a willingness to share.**