



Environmental Land Management Making it work

Inclusive co-design, getting voices heard, achieving goals

What is going to change?

Under the EU CAP, English farmers receive around **€2.5 billion** in annual subsidies currently

Environmental Land Management – the new post-Brexit system will pay farmers for delivery of “**public goods**”

Public goods ELM will pay for:

- clean air and water
- protection from hazards
- mitigation of climate change
- thriving plants and wildlife
- beauty, access and heritage

Defra wants **82,500** holdings to participate in the new ELM scheme

How will it work for land managers?

Defra want to ‘**co-design**’ ELM with farmers and land managers, so they can have their say

‘**Co-design**’ should ensure ELM works for farmers, land managers, government, taxpayers, and the environment

‘**Co-design**’ must be **inclusive** of a variety of farmers, not just the ‘usual suspects’, also those that are ‘harder to reach’

If ELM doesn’t work for farmers, take up will be limited and environmental benefits at risk

Who will be ‘harder to reach’ for Defra?

Some farmers may not want to engage with Defra due to negative experiences in previous agri-environmental schemes

Research suggests, part-time and older farmers, or smaller and remote farms might find it more difficult to engage and have their voices heard

Farmers can be ‘harder to reach’ due to lack of trust in the government as well as practical, attitudinal, and personal barriers to engagement

We don’t know how many people will be harder to reach - estimates suggest it could be anywhere from **5% to 70% of farmers**

How can Defra engage with harder to reach farmers?

They must understand why it is harder for them to engage, and provide solutions to make it easier

Barriers

- Lack of time
- Too much bureaucracy
- Limited broadband
- Lack of trust
- Benefits of engaging aren’t clear
- Not sure if ELM is for them

Solutions

- Pick times that suit farmers
- Make it simple and give free, accessible advice
- Invest in connectivity/IT, allow paper options
- Pay on time, involve people that farmers trust
- Communicate incentives, make it worthwhile, listen
- Help farmers and advise whilst they transition from Basic Payment Scheme