

Monitoring the Landscape Heritage Scheme

A report prepared for Devon Wildlife Trust by the
Centre for Rural Research

Carol Morris & Matt Lobley

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The views expressed in this report are those of the authors and are not necessarily shared by other members of the University or by the University as a whole.

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1. Introduction and background

This report, prepared by the Centre for Rural Research University of Exeter for Devon Wildlife Trust (DWT), describes research conducted to monitor and evaluate the impact of advice and grants delivered by DWT under the Landscape Heritage Scheme (LHS). This scheme is one of ten programmes of work within the 'Life into Landscape' initiative which is run by the South Hams District Council in partnership with the South Devon AONB Unit, the British Trust for Conservation Volunteers, Devon Wildlife Trust and Torbay Coast and Countryside Trust. Devon County Council, English Heritage and the Countryside Agency also provide support. Life into Landscape is a £1.3 million three year scheme (2003-6) supported by the Heritage Lottery Fund and European Regional Development Fund.

The LHS is a landowner advice and grants scheme which is being delivered by DWT. The overall aim of the scheme is to conserve the natural and historic landscape in the South Hams AONB (and also the adjoining areas of the South Hams and Torbay). Free environmental advice is delivered by DWT across all or part of the landowner's holding (in the form of an initial advisory visit followed by a written report) and grants towards the cost of capital works of up to £2,500 are available.

Although DWT presently collect quantitative data on the number of advisory visits, grant uptake, lengths and areas of landscape features and habitats restored, these data do not enable understanding and assessment of the effectiveness of advice and grant provision in terms of its impact on the attitudes, environmental knowledge and understanding, and land management plans of the landowners involved. As such, the objectives of the research were:

1. To develop and test an advice monitoring questionnaire;
2. To undertake an initial monitoring survey of 30 landowners;
3. To report the findings of the initial monitoring and make recommendations about the design and delivery of future environmental advice services.

2. Development and testing of advice and grant monitoring questionnaire

A method was required of collecting a range of information from a variety of landowners (some new to land ownership and management and others 'traditional' farmers) who have received advice / grants from the DWT. A structured, questionnaire based approach was judged to be the most appropriate method as, in combination with a set of accompanying guidance notes, is easily used in future monitoring surveys by DWT staff and volunteers. The aim was to create a simple but effective questionnaire that could be used either in face-to-face situations or by telephone.

Based on experience of designing questionnaires for use in a variety of social surveys relating to environmental advice, environmental grant schemes and agricultural restructuring the research team constructed a questionnaire with the following structure:

1. You and your land

This section was designed to collect basic information about the landowner and the land they own and manage. It was important to obtain this information as a means of contextualising the information collected in the more specific sections about advice and grants.

2. Advice from the Devon Wildlife Trust under the Landscape Heritage Scheme

This section focused on the attitudes and experiences of the landowner towards the DWT advice, including the impact of the advice on their knowledge of and actions towards environmental matters on their land.

3. The Landscape Heritage Scheme Grant

For those landowners who had received an LHS grant this section was designed to explore the environmental additionality associated with the grant and the impact of the grant on the activities on the land.

4. Other sources of advice about environmental matters

In order to assess how well informed landowners are about the environment this section included questions about sources of information and advice, other than the DWT, and how this compared in its usefulness to the DWT advice.

5. Environmental behaviour

Like the very first section in the questionnaire this part was designed to elicit more contextual information about the respondent and their attitudes and behaviour in relation to the environmental management of their land. Knowing that a respondent is not very well informed about the environment and has had limited involvement in

conservation management previously may help to explain some of the ways in which they perceive the advice from the DWT and whether or not they have been able to act on that advice.

The questionnaire was piloted on three landowners after which some minor modifications were made to individual questions. For example, in the final section of the questionnaire some additional categories of environmental action were included. The overall structure was judged to be working effectively overall. A copy of the questionnaire is provided in Appendix 1.

To ensure the consistent and effective delivery of the questionnaire a set of guidance notes were also prepared, a copy of which can be found in Appendix 2.

3. Initial monitoring survey

A survey of 30 landowners was undertaken to test the questionnaire as an advice monitoring tool and to make an initial assessment of the impact of advice and grants on landowner knowledge and behaviour.

Selection of sample

The sample for the survey needed to reflect as far as possible the overall population of advice / grant recipients. At the time of the survey 180 advisory visits had been undertaken leading to 85 grant agreements (i.e. 47% of all advice recipients had gone on to apply for a grant). Approximately 80% of the advice / grants had been delivered to small holders / non-farmers and 20% to those people conventionally understood as farmers. Four groups of potential respondents were therefore identified and the sample stratified accordingly:

1. Farmer – advice recipient;
2. Farmer – advice and grant recipient;
3. Non-farmer – advice recipient;
4. Non-farmer – advice and grant recipient.

Sufficient numbers needed to be included in the sample to allow for non-response and those refusing to participate. A 50% response rate was assumed and so 60 advice / grant recipients were randomly selected from within each of the four

groups of respondent.

Undertaking the survey

To meet data protection requirements a letter was sent to the sample explaining the purposes of the survey and giving them an opportunity to withdraw (see Appendix 3). Non-response was assumed to mean that potential respondents accepted that their contact details could be passed to the University of Exeter.

In order to test how well the questionnaire worked in different modes of delivery, the first six interviews were undertaken face to face and the remaining 24 undertaken over the telephone by an experienced researcher and interviewer respectively. In addition, a further five interviews were undertaken by a DWT volunteer with limited research experience so that feedback could be obtained on the ease of use of the questionnaire by a relatively inexperienced individual. Respondents were initially contacted by telephone to arrange an appointment at which the interview could take place.

Response rate

As the table below indicates the response rate was better than anticipated, at 79% overall. Farmers were less likely than non-farmers to participate but this can be explained by the number of requests that this group receives from company representatives and consultants and researchers involved in various scheme monitoring exercises.

Table 3.1 Response rate

	Number contacted	Number interviewed	Response rate
Farmer – advice recipient	2	1	50%
Farmer – advice and grant recipient	7	4	57%
Non-farmer – advice recipient	13	13	100%
Non-farmer – advice and grant recipient	16	12	75%
Total	38	30	79%

The sampled population reflects exactly the proportion of farmers and non-farmers who have received advice and / or grants from DWT i.e. 20% and 80% respectively of the total recipients.

Data analysis

The data from the 30 questionnaires completed by the researchers were entered into a specially designed excel spreadsheet which automatically calculates an output of descriptive statistics as well as listing textual responses to open questions which can then be analysed thematically. Both of these outputs provide the basis of the reporting of results in the next section. The spreadsheet (and an accompanying set of instructions) represents another output from this research project which DWT can use in the future in association with the monitoring questionnaire.

4. Results of the monitoring survey

Characteristics of the sample

Respondents were asked to describe themselves in relation to their land. As Table 4.1 illustrates the majority identified with the category ‘non-agricultural land-owner’ followed by ‘small holder’ and ‘hobby farmer’. Only 10% described themselves as commercial farmers.

Table 4.1 Categorisation of respondents

	Number	Percentage of respondents
Commercial farmer	3	10%
Hobby farmer	6	20%
Small holder	5	17%
Non-agricultural land-owner	14	47%
Other	2	7%
Total	30	100%

The mean area of land for which respondents were responsible was relatively small, at 10.4 ha. Although land was more likely to be owned than not, the mean area of land that respondents were renting in (19.9ha) was greater than the mean area of owned land (8.8ha). A very small proportion of land was rented out (mean area 1.6ha) but this was typically on an informal basis, e.g. allowing neighbouring farmers to graze their stock, rather than through formal tenancy agreements.

The majority of respondents had acquired their land relatively recently, in the last 5 years (47%) and the last 5-10 years (13%). However, 40% had owned and managed land for longer (more than 10 years) and in some cases for several decades. Table 4.2 illustrates the range of activities on the land surveyed. In spite of the relatively large proportion of 'new' landowners who are not relying on the land for an income, only 15% of respondents reported no activities on their land. Keeping stock, particularly beef cattle and sheep, was the most common activity with small scale horticultural enterprises also relatively common. The 'other' activities included soft and hard fruit production, woodland, education, community supported farming, ducks and horses.

Table 4.2 Activities present on respondents' land

Activity	Number	Percentage of responses
Dairy	1	2%
Beef	8	17%
Sheep	9	19%
Pigs	1	2%
Poultry	3	6%
Arable	1	2%
Horticulture	6	13%
Accommodation	1	2%
Camping	1	2%
Recreation/leisure	2	4%
Other	8	17%
No activities present	7	15%
All activities	48	100%

Experience of advice from DWT under the Landscape Heritage Scheme

Asked how they had first learned about the LHS, respondents were most likely to highlight printed sources of information such as a leaflet or article in the press although word of mouth, principally from 'professional contacts', was also important (see Table 4.3). All of the respondents who heard about the LHS from an 'other' source of information identified South Hams District Council as the source but it was not always clear how and why this contact had occurred. However, in one case an application for planning permission to the Council had lead the planning / landscape officer to inform the respondent about the grant scheme.

Table 4.3 Initial source of information about the LHS

	Number	Percentage of respondents
Friend	2	7%
Professional contact (e.g. other land owner / farmer / advisor)	9	30%
Printed information	13	43%
Agricultural show	1	3%
Other	4	13%
Cannot recall	1	3%
Total	30	100%

The majority (55%) had contacted DWT to get help and advice about managing particular aspects of their land e.g. which species of trees to plant, how to create a pond that benefited wildlife or deal with problem weeds and scrub, or were interested in seeking overall guidance on how best to manage the land and deal with conservation management challenges. Obtaining basic information about what features of environmental interest were actually present on their land was another related objective. One additional respondent argued that they were attracted to the LHS because they viewed it as a means of encouraging them to take action (this has also been observed in agri-environment scheme monitoring where CSS agreement holders often referred to their agreement as a helpful means of structuring conservation management which they had wanted to undertake but were at a loss as to know how to approach this). A large minority (38%) also reported that they had approached DWT because they were interested in the grants on offer through the LHS, although not all of these respondents ended up applying for the grant either because of a change in circumstances or they were too late to apply. Only one respondent highlighted how the characteristics of the LHS itself, specifically its orientation to small land owners, was a reason for contacting DWT.

For most respondents (67%) DWT advice related to *all* of their land. For the rest, the advisory input was directed to parts of their land although in most of these cases the advice did cover the majority of the land (mean area covered was 78%). Assessment of the advice received was approached through a series of questions about its utility and ease of understanding. Initially, respondents were asked to place in rank order the different forms of information and advice according to their overall utility. There was an overwhelming consensus that the face to face advice provided through the initial advisory visit was the most useful aspect of the advisory 'package' (all 30 respondents stated that this was the case). As Table 4.4 demonstrates, the bespoke written advice in the subsequent report was slightly less popular than the verbal form with information leaflets regarded as the least useful.

Table 4.4 Overall usefulness of information and advice forms

	Most Useful =1	2	3	Least Useful = 4	Total
Verbal – face to face / over the phone	30	0	0	0	30
Bespoke written advice for your land	20	6	0	0	26
Printed matter e.g. info leaflets	16	1	3	0	20
Other	1	0	0	0	1

The majority (77%) found the advice very easy to understand overall with only 3% judging the advice to be mid-way between very easy and not at all easy to understand (a 5 point scale was used). None felt that it was difficult to understand. Likewise, the majority (60%) found the advice to be ‘very useful’ overall, with 17% assessing the advice to be mid-way on a 5 point scale between ‘very useful’ and ‘not at all useful’. None perceived that the advice had no / very little utility.

Almost half of the respondents (48%) found the advice useful because it enabled them to undertake land management actions that they probably would not have done otherwise due to lack of knowledge, skills or confidence. For 35% the advice was helpful because it was a route to obtaining a grant through the LHS. Also important for 9% of respondents was the signposting DWT provided to other organisations and businesses. For example, one respondent highlighted how DWT had given her the names of contractors and the addresses of native bulb nurseries. Only 4% (n=2) said that the advice had been helpful because it had signposted them to grant schemes other than the LHS¹. For two respondents, ‘other’ reasons were highlighted as to why the advice had been helpful. For one, it was the networking opportunities with other small landowners that had been provided through a rural skills course recommended by the DWT and for the other, in the words of that respondent, “the DWT focused our efforts because it gave us a definite plan”.

The following table demonstrates the extent to which DWT advice has actually been put into practice by respondents. Although the majority have implemented all,

¹ The Countryside Stewardship Scheme was mentioned by one respondent but the other respondent did not state which scheme.

or the greater proportion, of the advice 8% have not taken any action at all and a further 8% have acted on only a small proportion of the advice given.

Table 4.5 Implementation of advice

	1= All of the advice	2	3	4	5 = None of the advice	
Number	6	12	4	2	2	26
Percentage	23%	46%	15%	8%	8%	100%

Note: This table is missing 4 cases due to poor recording by the interviewer

There are a number of reasons for the variable picture of advice implementation (i.e. among those respondents who had acted on at least some of the advice). First, **financial constraints** were mentioned by four respondents, with tree planting, mowing, field margin and pond creation not pursued as a result. Inability to secure an LHS grant was relevant in just one of these cases. **Time** was the second reason highlighted. The majority of respondents are relying on their own labour to undertake what are often quite demanding and time consuming management tasks. This necessarily limits the extent of their actions, particularly if they are working full time away from the land². Also important is the fact that respondents have only just begun a programme of work that is understood to take many years to complete. Third, at least one respondent suggested that there was **insufficient detail** in the advice to enable them to implement the forestry plan. Fourth, respondents (n=5) **disagreed with aspects of the advice**. For example, one respondent did not want to employ a chemical approach to clearing overgrown areas (e.g. with bracken) because they preferred to work without chemicals³. Another had a particular preference for Buddleia, because of its attraction for butterflies, and so had planted this along the edge of their land rather than following the DWT advice of using traditional hedge species. Although not completely disagreeing with the advice, another respondent indicated that they had ‘modified’ the advice in relation to a particular aspect of land management. **Other**

² On the other hand, one respondent reported overcoming this problem by using both volunteers and people carrying out community service orders.

³ It is interesting to note that another respondent welcomed the recommendation to use chemicals to clear stingers and bracken because they would have otherwise felt at a loss as to how to tackle this problem.

factors were referred to by two respondents. In one of these cases, a change in circumstances since the advisory visit has meant that only some of the tasks identified by the DWT have been completed. Initially these respondents had been looking at the long term management of the site but had subsequently decided to sell the property and so the emphasis had shifted to "short term solutions to a mess" created by the building work on the property. In the other case, a hedge restoration task had not been undertaken because the respondent had not been able to acquire the necessary cooperation from the neighbouring landowner.

There were just two respondents who stated that they had not acted on any of the advice. In one of these cases the respondent (a non-agricultural landowner) simply disagreed with the DWT recommendations because the respondent wanted to use the site for small scale wild flower production, while the emphasis of the DWT advice, so this respondent perceived, was to "create a nature reserve". The other respondent who had not taken any further action (a farmer) described the LHS as unnecessarily bureaucratic and the advice "too restrictive and negative" (by no means an uncommon perception of grant schemes among the farming community).

For those respondents who have acted on the advice from DWT Table 4.6 details the management actions that they have taken to date. Given that two respondents have not undertaken any management tasks as a result of the advice (see Table 4.5), on average respondents have implemented 1.6 management actions. The table shows that work relating to boundary features, particularly hedges but also walls, has been the most common activity, followed by tree planting and orchard restoration / management. In the cases where all or most of the advice has been acted on it can be argued that LHS has lead to improved environmental and landscape outcomes, although the extent of any impact cannot be established without additional field surveys.

Table 4.6 Management actions taken following DWT advice

	Number	Percentage of responses
Bird/bat boxes	2	4%
Orchard restoration / management	6	13%
Tree planting	7	15%
Woodland management	4	9%
Scrub clearance	3	7%
Boundary feature creation / management /restoration	13	28%
Creation / management of ponds/other wet features	5	11%
Wildlife meadows	1	2%
Fencing gates	5	11%
Total no. of responses	46	100%

The most commonly cited reason why respondents had done these tasks rather than any others was that they were simply following the DWT advice; the implication being that a programme of work had been suggested by the DWT during the advice visit and / or the site report. In other cases respondent's obviously had a clear preference for a particular task e.g. tree planting, hedgebank restoration or erecting a bird box, because of a specific environmental interest and / or because this task would yield visible results that would be encouraging for the respondent and / or because it was perceived to be a manageable task.

A very small number of respondents identified additional advice topics (see Table 4.7) and / or alternative advice delivery characteristics that would have been helpful. Requests were made for more specific / more detailed information about hedge management, drainage, plants, trees and birds. Only one respondent indicated that the timing of advice might have been different, claiming that if the advisor had visited in the summer then they would have gained a better impression of the weed problem they were facing. A further one respondent would have liked a more 'graphic' presentation of the advice. That additional advice was required is not necessarily a criticism of the advice given. Indeed, respondents were more likely than not to recognise that it was not possible in one advisory visit to give all the advice that might be required and / or that the additional advice was of a highly specialist nature and was maybe not the preserve of the DWT.

Table 4.7 Additional advice requirements

Additional advice topic	Number	Percentage of responses
Hedge management	1	9%
Drainage	1	9%
Plant Species	2	18%
Tree Species	2	18%
Bird Species	2	18%
Weed Control	0	0%
Other	3	27%
Total	11	100%

Previous research with farmers has revealed that a landowner's 'local knowledge' about their land can sometimes conflict with advice delivered through environmental grant schemes. This issue was explored in the survey and a minority (27%) of respondents did identify a difference between what they would consider to be environmental best practice for their land and the recommendations of the DWT. However, this result needs to be interpreted carefully. The differences highlighted appear in some instances to be born out of habit on the part of respondents (as in the case of the farmer who did not agree with the recommendation to cut his hedges less frequently) and / or a straightforward difference of opinion / philosophy about what the respondent was trying to achieve on the land compared to the DWT 'vision' (e.g. the cases outlined above of the organic vs the chemical control approach and the interventionist / commercial vs the 'nature reserve' approach), rather than out of a well developed sense of what was best for the environment in that particular site.

A little more than a quarter (27%) of respondents indicated that the DWT advice was likely to have wider, less tangible but nevertheless, positive implications for their businesses. In four cases conservation work was perceived as likely to make the land more attractive to the visitors to respondents' accommodation businesses (current and planned). For a further three respondents actions taken as a result of the advice was predicted to have a positive effect on the production of stock, where hedging work will improve the control of cattle making their management easier

and scrub clearance may permit the keeping of a greater number of animals. Meanwhile, another respondent anticipated future sales of cider apples as a result of planting an orchard. Of particular interest is another case in which the amount of work generated as a result of the DWT advice had justified the keeping on of a groundsman who had subsequently gone on to attend a hedge-laying course. Only one respondent stated that the DWT advice was likely to have a negative impact on their plans to grow flowers commercially on a small scale. The majority of respondents (70%) felt that the advice would not have any implications (either positive or negative) for their businesses (and in any case was not applicable in 33% of these cases where there are no commercial activities on the land in question).

The majority of respondents, including those who identified some issues / difficulties with the advice, had positive things to say about the way in which the DWT advice had influenced their knowledge and thinking about their land. A number of themes emerged. For some respondents it was felt that there was an overall correspondence between their thinking and that of the DWT. In these cases respondents argued that the advisory input reinforced their plans or intentions and was reassuring overall. For example:

“The DWT's advice was very much in line with my thinking. However, it was helpful to discuss ideas with another party”.

“No particular influence because we were like-minded; we were talking the same language. DWT just reaffirmed our initial ideas and gave a few pointers to enable these things to happen”.

For others, the DWT advice had stimulated thinking and helped to focus and structure action. As one respondent put it: “the combination of the advice and the financial incentive means that we've done something that we've put off for 10 years”. The challenge that the advice represented to respondents' 'tidy land' inclinations or their belief that effective environmental management necessarily means active intervention in nature was another theme. This is illustrated in the

following quotes:

“The advice has ensured that I don’t tidy up too much!”

“The DWT encouraged us to keep the area natural and not to interfere with it”.

“The DWT advisor was just what we needed. He taught us the importance of *not* managing some it e.g. not doing too much with the woodland; letting it go ... stay scruffy! DWT showed us where wildlife might be going through and to therefore leave some of the areas wild. Without the advice we might have been tempted to tidy / clear things without appreciating their wildlife value, such as leaving dead wood in the stream because this provides valuable habitats”.

“I now know that formal and informal parts of the garden can run side by side”.

Finally, a number of specific impacts of the advice were identified, in increasing knowledge about particular species present on the land, advice about selection of specific species for planting (tree and hedge species), creation of a woodland glade and advice on mowing techniques to encourage wild flowers.

Partly as a result of these positive experiences respondents were more likely than not to indicate that they would seek further advice from the DWT in the future, with 38% stating that they would do so (indeed a small number in this group reported that they had spoken to the DWT since the initial advisory visit) and 34% saying that it was a possibility. Just 27% said that they would not. The following statement is typical of those remaining open to future advisory interventions: “We've got more than enough to get on with now and need to put the existing advice into practice before doing anything else. However, we may need specific advice as we go along and will approach DWT again if need be”. Specific future requests included periodic follow-up visits to check on progress and detailed ecological surveys.

Others saw a role for volunteers and for LHS demonstration sites. For instance, one respondent suggested that they “would like DWT to organise groups to come out and see various projects. Also, to provide advice to individual volunteers to get the whole community involved”. Another was keen for ecological survey work to be undertaken on his land and wondered if DWT volunteers would be able to do this. One note of caution was sounded by a respondent who, although not ruling out future contact with the DWT, reported her frustration with the time it had taken between her initial request and the actual advisory visit. However, she recognised that this was because the DWT is ‘snowed under’.

The LHS grant

Half of the surveyed respondents were in receipt of a LHS grant and of these three had received more than one grant. Table 4.8 describes the tasks the LHS grant supported (as reported by the respondents, not by any ‘ground truthing’) and it is evident that boundary feature management (hedges and hedge banks) is the most common activity, followed by tree planting, fencing (usually associated with hedging), and orchard restoration and management. Ponds and other wet features were the next most supported feature. Some respondents who had acquired their land recently reported long term neglect explaining why scrub clearance was another activity supported through the LHS. Although the creation of new features and habitats is often a strong motivation for those engaging in conservation management, as table 4.8 indicates, most activities supported by LHS grant aid involve restoration and improved management. In conservation terms, improving existing features and habitats (all other things being equal) is likely to provide greater benefit than creating new features and habitats.

Table 4.8 Actions supported by the LHS grant (as reported by respondents)

	Number	Percentage of responses
Bird/bat boxes	2	4%
Orchard restoration/management	6	12%
Tree planting	7	13%
Woodland management	5	10%
Scrub clearance	4	8%
Boundary feature creation	1	2%
Boundary feature management/restoration	13	25%
Creation of ponds	1	2%
Management of ponds/other wet features	5	10%
Wildlife meadows	2	4%
Fencing / gates	6	12%
Total	52	100%

It was one of the aims of the survey to try and establish any additionality associated with the LHS grant, in other words *what would have happened in the absence of the LHS*. Additionality would be high where the grant recipient would have undertaken none of the tasks covered by the grant agreement in the absence of the LHS, and additionality is at its highest where they would have undertaken an environmentally damaging operation instead. In this sense the LHS can be seen to represent good 'value for money' because of the added benefit. However, where the scheme is paying an agreement holder for something they would have undertaken anyway the additionality is low.

The following table provides an indication of the extent of additionality achieved by LHS grants. It suggests that in almost half of the cases (47%) additionality is high because respondents would not have undertaken the management tasks at all⁴. When asked what they would have done instead, one respondent said: "the hedge had a single length of barbed wire and was not stock proof. This would have stayed as it was. The pond would have remained derelict". In a further two situations hedges would not have been laid but 'chopped' instead and in one case an electric fence would have been used to keep cattle out of a wood rather than

⁴ Although none of these respondents indicated that they would have undertaken an environmentally damaging operation instead. 17

restoring a hedge. In these instances LHS has clearly contributed additional environmental benefits.

Table 4.9 Likely course of action if the LHS had not been available

	Number	Percentage of respondents
i) not embarked on the management/task(s) at all	7	47%
ii) gone ahead exactly as you are now doing with the LHS grant	0	0%
iii) gone ahead without altering the management/tasks but with some delay	6	40%
iv) gone ahead with original timescale but with modifications to man./tasks	0	0%
v) gone ahead but with some delay and modification to the management/tasks	2	13%
All responses	15	100%

In the remaining cases respondents suggested that they probably would have undertaken the work but not to the same timetable and with some changes to the management tasks. As such, the LHS grant has brought forward particular management tasks and probably enabled them to take place to a higher standard given the input of advice.

The reasons underpinning these different courses of action in the absence of the LHS grant are revealed in Table 4.10. In the majority of cases (64%) respondents would have behaved differently without the LHS grant because of the capital costs involved in undertaking the work. One respondent, who would not have done anything i.e. no tree planting / hedge laying without the LHS grant, stated it would have been “too much of a risk in spending £1000 on trees” on a very exposed site. Also important, however, has been the contribution of the LHS grant to the cost of covering labour and the provision of advice which has filled knowledge deficits about how to undertake management tasks. As one respondent described: “due to (my) ill health, the grant has enabled work to continue through the use of contractors”.

Table 4.10 Reason for behaving differently in the absence of the LHS grant

	Number	Percentage of responses
Capital costs prohibitive	14	64%
Lack of financial aid to compensate for income loss	0	0%
Insufficient knowledge of how to do the job	3	14%
Lack of labour	4	18%
Other	1	5%
All responses	22	100%

Respondents were asked if the LHS grant had impacted (positively or negatively) on their businesses. None indicated that the LHS grant had resulted in a negative impact while 46% reported a positive impact (actual and potential), a greater impact than the advice alone (27%) although the same set of reasons were given. For 20% this question was not applicable.

Other sources of environmental advice

Respondents were asked about other sources of information and advice about environmental matters on their land that they had sought out in the last 5 years. Respondents were more likely than not to have had no contact with advisory bodies. Indeed, half claimed to have not sought out any other information and advice, making the significance of the DWT advisory input all the more marked. Table 4.11 reveals that a diverse range of organisations have supplied environmental information and advice to respondents with the Local Authority identified as the single most common source. The 'Other' sources in this table include: Green Tourism, Slapton Sands Catchment Group, Soil Association, the Internet, the Mammal Trust, BTO, various independent advisors e.g. tree specialists, wind turbine specialists, orchard experts, chemical analysts.

Table 4.11 Other, non-DWT sources of environmental information and advice

	Number	Percentage of responses
DEFRA (e.g. RDS)	3	8%
FWAG	2	5%
RSPB	1	3%
Local authority	5	14%
Environment Agency	1	3%
Other	10	27%
None	15	41%
Total	37	100%

Respondents were then asked to identify which of these advice sources had been the most useful and relevant with the Local Authority coming out well in this exercise (Table 4.12).

Table 4.12 Most useful source of environmental information and advice (other than the DWT)

	Number	Percentage of respondents
DEFRA (e.g. RDS)	2	13%
FWAG	1	7%
RSPB	1	7%
Local authority	5	33%
Environment Agency	1	7%
Other – please specify	5	33%
Total	15	100%

None of these other information / advice sources was judged to be more useful than the DWT advice with the majority (69%) judged equally effective (typically because it was seen as complementing the DWT advice) and 31% not as effective.

Environmental behaviour

The main forms of environmental activity (past and present) on respondents' land are detailed in Table 4.13. For some respondents the actions listed in this table will be the same as those already described in the section above which discusses how the DWT advice has been implemented. However, this table does help to put those DWT influenced actions in a slightly broader context.

Table 4.13 Main forms of environmental action

	Number	Percent
Positive management of hedgerows	8	9%
Planting of hedgerows	9	10%
Hedgebank management / restoration	8	9%
Management / restoration of walls	4	4%
Creation / management of water features	12	13%
Soil management	3	3%
Extensive forms of land management	3	3%
Organic system	2	2%
Management of woodlands	11	12%
Planting of trees / woodlands	13	14%
Regeneration of woodlands	3	3%
Wildlife meadows	12	13%
Other (<i>please specify</i>)	2	2%
	90	100%

In 17% of cases these environmental actions were supported by an environmental grant scheme other than the LHS. Of the 25 respondents who had not used an environmental grant scheme (i.e. other than the LHS) in the past, more than half (56%) indicated that they would be interested in seeking grant support in the future if an appropriate scheme was available. Most were unable to identify a particular scheme, but three referred to the ELS and had already looked into this option.

The final question encouraged respondents to identify the environmental features on their land of greatest interest to them. The most common feature mentioned was trees and woodlands (including orchards) (n=9). As one respondent remarked, “This garden contains a big pocket of trees which produce oxygen. We feel it is our duty to manage it well”. Birds were also popular (n=8). “I enjoy the wildlife, particularly the birds” commented one respondent and another said “the birdlife is fantastic”. Wet areas and features such as ponds, rivers and streams were highlighted by seven respondents while four felt that it was impossible to pin-point one favourite feature arguing instead that it was the ‘overall variety’ of their land that appealed to them. Mentioned less frequently (n=2) were wildlife meadows, the soil (n= 1), green lanes and hedgerows, and environmental activity such as a community composting scheme.

5. Using the monitoring questionnaire

In addition to undertaking an initial monitoring exercise of the LHS, an objective of this project was to develop a questionnaire that could be used in the future by DWT staff and /or volunteers. Bearing that in mind, the final version of the questionnaire has been designed to make it as 'user friendly' as possible i.e. it is a questionnaire designed for use by someone who does not have experience in undertaking questionnaire surveys. Although we originally envisaged simply supplying DWT with a questionnaire that could be used for monitoring purposes, during the project we have developed an integrated questionnaire, data entry form and analysis system based around Excel spreadsheets. If DWT wish to use this system it will provide an easy means of entering questionnaire data and producing standard results tables which can then be easily pasted in to Word documents. The detailed notes accompanying the questionnaire explain the purpose of many of the questions (see Appendix 2) and the data entry form has been carefully designed to minimise data entry errors and to automatically produce basic tables of results. For further information on using the system please refer to the user guide included with the Excel files.

In order to explore the usability of the questionnaire five additional interviews were completed by a DWT volunteer, one over the telephone and four face-to-face. Either form of delivery was found to be valuable although inevitably the interviewer gains a fuller picture from a face-to-face interview. The volunteer found the questionnaire to be an easy tool to use, but emphasised that users definitely need to familiarise themselves with the guidance notes. "They are easy questions for everyone to understand". An enthusiastic, relatively knowledgeable and personable volunteer should have no difficulty in employing the questionnaire in the future. However, DWT should ensure that volunteers are fully briefed about their role in undertaking the monitoring so that respondents do not assume volunteers are advice giving professionals (a perception that could do more harm than good for the DWT) as opposed to 'researchers' whose remit is clearly not to give advice.

Specific suggestions were made by the volunteer about the questionnaire which DWT may want to consider:

- Overall, there should be more space available on the questionnaire for additional note-taking and including comments, particularly, where there is space for 'other' responses. An inexperienced interviewer may not feel confident enough to commit to a value / response in a closed question situation. However, if they have room to write notes about the answer to the question this can be interpreted later at the data-entry stage.
- It was difficult for respondents to compare the value and usefulness of DWT advice to other advice sources in Section 4. These questions could be excluded from future surveys. What is more important in this section is establishing the extent to which respondents are connected into information and advice networks.

Data from these interviews have not been incorporated into the analysis but the key findings emerging from them both reinforce and extend the main analysis. All of the respondents were very complementary about the advice given and particularly valued the bespoke and flexible nature of the advice that was tailored specifically to their needs. That the advice was being delivered by a non-governmental organisation was felt to be a key reason why respondents were especially receptive. With one exception all of the respondents made a strong case for a follow-up advisory visit (a year or so after the initial visit) to check on progress and reassure them that their actions were appropriate.

Following completion of the survey some further minor modifications were made to the questionnaire to improve ease of use. As a result, the questionnaire in Appendix 1 differs slightly from the electronic version available for use by DWT (e.g. some of the open questions in the original version have been closed off in the electronic version to make information collection easier). It should also be noted that whilst many of the questions are of a generic nature and would be suitable for use in monitoring other similar schemes, some questions are, inevitably, specific to the characteristics of the LHS (and, indeed, LHS is mentioned a number of times in the questionnaire). A number of implications follow from this. For monitoring similar

schemes (i.e. those with discrete advice and grant aid elements) it would be easy to change the scheme name and otherwise use the questionnaire unaltered. However, any other changes would require input from CRR staff in order to design new questions and make the necessary changes to the linked excel files. This work would be costed at the standard hourly rates prevailing at the time. Of course, if DWT chose not to use the integrated questionnaire, data entry and output spreadsheets then it would not be necessary to commission the CRR to conduct further work.

6. Conclusions and recommendations

The results of the monitoring survey suggest that the DWT advice delivered through the LHS is performing a vital role in informing and advising a range of landowners in South Devon about wildlife and landscape conservation management, a good proportion of which have not been in receipt of any environmental advice previously. Indeed, LHS appears to have been successful in connecting with non-traditional landowners – a group that advisors in other parts of the country have found hard to target as they tend not to be part of established agricultural networks. The advice and funding delivered through the LHS has played an important role in **reinforcing** plans and intentions (and in the process boosting land manager confidence), **enabling** existing plans (often bringing plans forward in time and/or facilitating larger scale management) and **stimulating** new ideas for environmental land management. In addition, DWT advice has added considerably to the environmental knowledge of many of those surveyed as these are people new to the land and outside the advice and information networks of ‘conventional’ landowners / farmers.

The direct (i.e. face to face) delivery of advice should be maintained as a central pillar of any future advice programmes. Respondents clearly appreciated and valued having a “knowledgeable” person come onto their land and discuss with them its features and species of interest and offer bespoke guidance on how best to approach management tasks. Also important is the signposting provided, especially to organisations like the Devon Rural Skills Network that gives small

holders and non-agricultural landowners in particular an opportunity to meet people in similar circumstances as well as enabling them to develop environmental skills. Free face to face advice, backed up by a tailored report and other additional printed sources of information seems to be a package that works well and does not need significant modification. That there is a continuing need for such advice is revealed by the majority of survey respondents who anticipate contacting the DWT again in the future (although it was not established if this action might be influenced by a charge for the advice).

It is equally clear that without the offer of a financial incentive a sizeable minority of respondents would probably not have sought out the advice, even if they subsequently did not go on to apply for / were unable to obtain a LHS grant. Although 'new' landowners may be perceived as having plenty of money to invest in managing their land positively, they, like many 'conventional' farmers need financial assistance to help them undertake capital works.

The great majority of advice delivered through the LHS is being implemented by its recipients and this is a significant finding as it suggests that the scheme is leading to tangible environmental outcomes (although ground survey work would be required to fully verify this). Whether the advice is enhancing the production of public goods (in the sense of benefits available to all) is less clear. Many of the sites concerned were for consumption by the individual landowners only. However, in a small number of cases landowners were keen for other people (not necessarily 'the public' but small groups of interested people including environmental volunteers) to share the environmental interest on the land concerned.

From the stated reasons why respondents had not implemented the advice it is difficult to identify any clear messages for DWT to take away and consider in the future as many of the factors are beyond their control. It is inevitable that a small proportion of advice recipients will disagree with the recommendations of advisors and therefore not take any action (no advice system, however well thought out, will suit every situation) and this is evinced in the survey findings. However, increasing the amount of grant available would undoubtedly be helpful in some cases. In

addition, a system of follow-up advisory visits / phone calls would assist those requiring more detailed advice and support. It is recognised that both of these have funding implications. One option would be to use volunteers in some of the potential follow-up work. While the use of volunteers is not cost neutral, at least one LHS beneficiary already uses volunteers and a number of others expressed a wish to use volunteers to undertake ecological survey work and other activities. Given that the survey has revealed a strong demand for follow-up visits, DWT should consider how best to accommodate this need in future funding applications but also needs to consider some further contact with existing LHS participants.

The survey has demonstrated that there is clear environmental additionality arising from the LHS grants in almost half of the cases. Again, this is an important finding. Even among the remaining grant recipients the survey suggests that the grant has brought forward management action and the accompanying advice has enabled more effective action to be taken than would otherwise have been the case. To the extent that the additional investment has improved landscapes, habitats and features that can be said to have an intrinsic or existence value⁵, LHS can be seen to be contributing to the improvement and/or generation of public goods.

Another important finding relates to the potential wider benefits of LHS. Often these are intangible benefits (e.g. improved confidence, knowledge, networking) but the survey results also point to widespread economic additionality as almost half of the grant recipients indicated that the grant was having / likely to have a positive impact on their businesses. That a little more than a quarter of respondents indicated that the advice they received was having a positive impact on their businesses is another important message to emerge from the survey. Other wider impacts include stimulating some LHS participants to apply to, or at least explore, Defra's Environmental Stewardship Scheme and/or other sources of public funding. Therefore, one of the longer term benefits for LHS participants themselves may be an improved ability to draw down public funds. Finally, there is also evidence that LHS has helped support employment associated with environmental land management. DWT should consider developing some detailed case study

⁵ i.e. a value in and of itself and /or valued by society because it exists, regardless of the public's ability to directly access the feature.

examples to illustrate the ways in which improved environmental management can produce economic as well as environmental benefits.

The survey has also revealed the importance of 'word of mouth' as the initial source of information about LHS. Given that satisfied customers can be important advocates of any service, some consideration should be given to harnessing the marketing potential of beneficiaries of DWT advice and grant aid. For instance, a *DWT reward scheme* could be initiated whereby any beneficiary of DWT advice/grant aid who recommends someone else who subsequently takes part in a DWT scheme becomes eligible for a DWT reward such as 1 years free membership or a voucher to spend in the DWT shop.

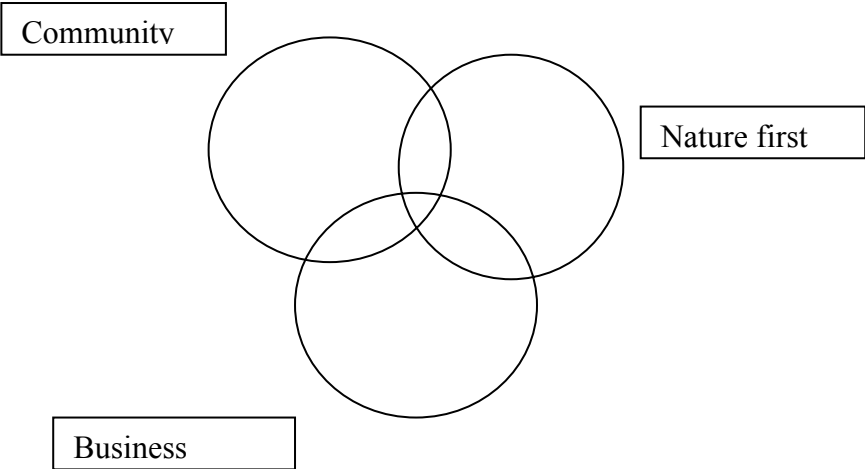
Despite the relatively small sample of LHS participants who took part in this research, three types of land owner can be identified based on brief accounts of the respondents' land management objectives. The first type can be labelled 'nature first' as their primary concern was the conservation of wildlife, habitats and landscape features. One example of this type is a couple who have recently purchased the land (which includes a property where they are living) having moved from London. It is a mixed site: one acre is old quarry - steep sided and deep; 2 acres of improved grass; a slag heap from quarry; 2 acres of old neglected woodland; area of old hazel coppice (not coppiced for 25-30 years); stream; unimproved field. Key to the respondent's approach is working with the land rather than against it. The respondent is not dependent on the land for a living (there being external sources of income) and is not expecting to make money from it. Another example of the 'nature lover' type is a respondent who has a full time occupation off the land, keeps livestock but states that his "passion is for conservation".

The second type, 'community minded', had a clear orientation to people / the community and an interest in sharing their land with others beyond their immediate households and family e.g. through educational work or community supported farming activities. One respondent, for instance, is running an environmental education centre on their land. The third type, 'business oriented' were more

commercial in orientation and emphasised the income generating opportunities provided by their land. One example of this type was a farmer with a dairy herd who also buys in store cattle and finishes beef.

The three types are not mutually exclusive, however, and can be represented as three interlocking circles (see Figure 1) where the intersections between the circles capture individual landowners who reflect two or all three types. For example, respondents could be interested in conservation not only because they valued nature per se but because it benefited their business activities such as B&B accommodation. One respondent reported that their land and buildings are “predominantly for own domestic use, but we have converted barns for holiday lets. Managing the 20 year old wood and replanting the neglected orchard has added to the overall ambience of the place”. Likewise an interest in the environment was sometimes expressed as strongly as a commitment to work with the local community and have them share the benefits of wildlife on the land. Indeed, all three types can ‘overlap’ and be found in a single situation. For instance, one respondent is very involved in the local community and recently bought the land with the community in mind, particularly to try and set up the site as part of a local community supported farming (CSF) initiative. There are CSF activities occurring on the land a regular basis. The respondent and his partner wants to develop as many activities as possible on a small acreage and for these to be profitable. Conservation and soil management are very important in all of this and the respondent wants to maximise these aspects.

Figure 1. Typology of LHS participants



Recognising these different client groups is of more than just academic interest. It is likely that the different groups have different needs in terms of knowledge, advice and financial aid and that they may respond differently to different types of approach, some welcoming others on to the land and actively requesting ecological survey work and others simply wishing to access grant aid with the minimum of 'fuss'. The current sample is too small to allow such an analysis but expanding the monitoring database would allow for analysis that compared the responses of these different groups and could help in terms of market segmentation and devising delivery strategies tailored to the needs of what is an increasingly diverse group of land holders.

Appendix 1. Advice and grant recipient questionnaire

Monitoring the Landscape Heritage Scheme

Advice and grant recipient questionnaire

Name of respondent:

Contact details:.....

.....

Directions to location of interview:.....

.....

.....

Date and time of interview:.....

1. You and your land

1.1 Which of these categories best describes you? *Tick one box*

Commercial farmer	<input type="checkbox"/>
Hobby farmer	<input type="checkbox"/>
Small holder	<input type="checkbox"/>
Non-agricultural land-owner	<input type="checkbox"/>
Other (<i>please specify</i>)	<input type="checkbox"/>

1.2 What is the total area of land that you manage?

	Hectares	OR	Acres
Total area	<input type="text"/>		<input type="text"/>
Area owned	<input type="text"/>		<input type="text"/>
Area rented IN	<input type="text"/>		<input type="text"/>
Area rented OUT	<input type="text"/>		<input type="text"/>
Area other	<input type="text"/>		<input type="text"/>

1.3 When did you acquire the land?

Year purchased / rented

1.4 What do you do on your land? *Tick as many boxes as are relevant*

Dairy	<input type="checkbox"/>	Accommodation	<input type="checkbox"/>
Beef	<input type="checkbox"/>	Camping	<input type="checkbox"/>
Sheep	<input type="checkbox"/>	Retail	<input type="checkbox"/>
Pigs	<input type="checkbox"/>	Recreation/leisure	<input type="checkbox"/>
Poultry	<input type="checkbox"/>	Other (<i>please specify</i>)	<input type="checkbox"/>
Arable	<input type="checkbox"/>	No activities present	<input type="checkbox"/>
Horticulture	<input type="checkbox"/>		

Brief description of the land and what the respondent is trying to achieve on the land:

2. Advice from the Devon Wildlife Trust under the Landscape Heritage Scheme

2.1 How did you first learn about the Landscape Heritage Scheme? *Tick one box*

Friend	<input type="checkbox"/>
Professional contact (e.g. other land owner / farmer / advisor)	<input type="checkbox"/>
Printed information (leaflet / article in press etc.)	<input type="checkbox"/>
Demonstration event / farm walk	<input type="checkbox"/>
Agricultural show etc	<input type="checkbox"/>
Other (<i>please specify</i>)	<input type="checkbox"/>
Cannot recall	<input type="checkbox"/>

2.2 What were your reasons for contacting the DWT about the LHS?

1. _____
2. _____
3. _____

2.3 Did the advice given by DWT relate to all or a part of the total land area managed by you? If a part, please state the approximate proportion.

All of my land	<input type="checkbox"/>	Only part of my land	<input type="checkbox"/>	Approximate % of land covered by advice	<input type="checkbox"/>
----------------	--------------------------	----------------------	--------------------------	---	--------------------------

2.4 Which of the different forms of information and advice from DWT has been most useful? *Please place the following in rank order, where 1 is the most useful. If all equally useful, place a 1 in each box. If not applicable state NA.*

Verbal – face to face / over the phone	<input type="checkbox"/>
Printed matter e.g. info leaflets	<input type="checkbox"/>
Bespoke written advice for your land	<input type="checkbox"/>
Other	<input type="checkbox"/>

2.5 Overall, how easy to understand was the advice given by DWT, on a scale of 1 to 5, where 1 is very easy to understand and 5 is not at all easy to understand?

2.6 Overall, how useful was the advice given by DWT, on a scale of 1 to 5, where 1 is very useful and 5 is not useful at all?

If 1 / 2 / 3 / 4:

In what ways was the advice useful? *Tick as many boxes as are relevant*

A route to getting a LHS grant	<input type="checkbox"/>	Enabling land management actions to be taken	<input type="checkbox"/>
Signposting to other grant schemes	<input type="checkbox"/>	Other aspect (<i>Please specify</i>)	<input type="checkbox"/>
Signposting to other organisations	<input type="checkbox"/>		

For respondents who answered 4 / 5 to question 2.5 and / or 2.6:

2.7 If you found the advice difficult to understand and / or not very useful, how should things have been explained differently?

All respondents:

2.8 How much of the advice given by DWT have you used, using a scale from 1 to 5, where 1 is all of the advice and 5 is none of the advice?

If 5, proceed to question 2.9.

If 1 / 2 / 3 / 4 to question 2.8:

What aspects of the advice given have you used and why.

Have you used any of the advice to help you to apply for an environmental grant scheme? Yes No

If YES, which schemes?

If 2 / 3 / 4 to question 2.8:

What elements of the advice have you not used and why.

Now proceed to question 2.10

For respondents who have not used any of the advice given by the DWT:

2.9 What are the main reasons why you have not used any of the advice given? *Tick as many boxes as are relevant.*

Insufficient time	<input type="checkbox"/>	Insufficient money	<input type="checkbox"/>
Uncertainty / lack of knowledge about tasks	<input type="checkbox"/>	Lack of labour	<input type="checkbox"/>
Lack of interest	<input type="checkbox"/>	Other reason – please specify	<input type="checkbox"/>
Disagreed with recommendations	<input type="checkbox"/>		

All respondents:

2.10 What additional advice, if any, would have been useful and why.

2.11 Has any of the advice from DWT conflicted with what you would usually consider to be, in environmental terms, best practice for the holding? *Tick one box*

Yes No Don't know

If YES, what was this regarding and how did it differ?

2.12 Did the advice you received from DWT have any implications (positive or negative) for any business you run on your land? *Tick one box*

Yes No Maybe NA

If YES / MAYBE, in what way?

2.13 Overall, what are the main ways in which the DWT advice has influenced your knowledge and thinking about the way you manage your land?

2.14 Do you intend to seek out any further advice from DWT in the future? *Tick one box*

Yes

No

Maybe

If YES / MAYBE, under what circumstances would you seek out this advice and in relation to what?

3. The Landscape Heritage Scheme Grant

These questions are only for those respondents who have received a grant under the LHS.

3.1 What is the LHS grant for?

3.2 Have you received more than one LHS grant? Yes No

3.3 If the LHS grant had not been available, what would you have done on the land in question:

- | | |
|---|--------------------------|
| i) not embarked on the management/task(s) at all | <input type="checkbox"/> |
| ii) gone ahead exactly as you are now doing with the LHS grant | <input type="checkbox"/> |
| iii) gone ahead without altering the management/tasks but with some delay | <input type="checkbox"/> |
| iv) gone ahead with original timescale but with modifications to man./tasks | <input type="checkbox"/> |
| v) gone ahead but with some delay and modification to the management/tasks | <input type="checkbox"/> |

If ✓ to i, what would you have done on the land entered?

If ✓ to i, iii, iv or v would these changes to timescale or man./tasks be due to:

Reason	Yes ✓	Which tasks would have been affected
Capital costs prohibitive		
Lack of financial aid to compensate for income loss		
Insufficient knowledge of how to do the job		
Lack of labour		
Other (specify)		

If ✓ to iii, iv or v, which of the management/task(s) would have taken priority and why?

3.4 Did the grant you received from DWT have any impact/implications for any other business you run on your land? *Tick one box*

Yes No Maybe NA

If YES / MAYBE, in what way?

4. Other sources of advice about environmental matters

4.1 Apart from the DWT, from whom have you sought information and advice about environmental matters on your land in the last 5 years? *Tick as many boxes as are relevant*

DEFRA (e.g. RDS)	<input type="checkbox"/>	Environment Agency	<input type="checkbox"/>
FWAG	<input type="checkbox"/>	Game Conservancy	<input type="checkbox"/>
National Park	<input type="checkbox"/>	NFU / CLBA	<input type="checkbox"/>
National Trust	<input type="checkbox"/>	Other – please specify	<input type="checkbox"/>
RSPB	<input type="checkbox"/>	Other – please specify	<input type="checkbox"/>
ADAS	<input type="checkbox"/>	Other – please specify	<input type="checkbox"/>
Local authority	<input type="checkbox"/>	None	<input type="checkbox"/>

If NONE, proceed to Section V.

If YES to any of the above, which was the most useful source of advice and why?

Source of advice	Reason why this advice was particularly useful

How does this source of advice compare with the DWT in terms of its overall use to the management of your land?

Source of advice	Relative use compared with DWT: Better / Equal / Worse	Comments

5. Environmental behaviour

5.1 What would you say are the main forms of environmental activity on your land (past and present)? *Tick as many boxes as are relevant*

Positive management of hedgerows	<input type="checkbox"/>	Organic system	<input type="checkbox"/>
Planting of hedgerows	<input type="checkbox"/>	Management of woodlands	<input type="checkbox"/>
Hedgebank management / restoration	<input type="checkbox"/>	Planting of trees / woodlands	<input type="checkbox"/>
Management / restoration of walls	<input type="checkbox"/>	Regeneration of woodlands	<input type="checkbox"/>
Creation / management of water features	<input type="checkbox"/>	Wildlife meadows	<input type="checkbox"/>
Water pollution mitigation measures	<input type="checkbox"/>	Wildlife margins (inc. headlands and beetle banks)	<input type="checkbox"/>
Soil management	<input type="checkbox"/>	Other (<i>please specify</i>)	<input type="checkbox"/>
Extensive forms of land management	<input type="checkbox"/>		

5.2 Have any of these activities been supported by an environmental grant scheme other than the LHS? Yes No

If YES, which schemes?

If NO, do you plan to apply for any environmental grant schemes in the future? Yes No

If YES, which schemes?

5.3 What environmental features on your land interest you the most and why?

THANK YOU VERY MUCH FOR TAKING THE TIME TO ANSWER THESE QUESTIONS

Appendix 2: Guidance notes for interviewers

Monitoring the Landscape Heritage Scheme

Advice and grant recipient questionnaire: Guidance notes for interviewers

Introduction - general guidance

The questionnaire is for those individuals who have received advice and grants from DWT under the Landscape Heritage Scheme. Some respondents will have received advice only while others will have received both advice and grant(s). Specific parts of the questionnaire have been designed for each of these types of respondent.

The questionnaire has been designed so that the interview will take approximately half an hour to complete. The DWT advice / grant may relate to only a certain proportion of the land owned / rented (e.g. in situations where respondents have more than one holding) and this will need to be established in the relevant sections. However, the introductory questions will apply to the total land holding.

All questions are directed to the person who received the advice / grant and the interview should be conducted with that person. This is because a primary aim of the questionnaire is to collect information about the experiences of receiving the advice / grant and the subsequent effects on land management attitudes and behaviour.

Question notes - question by question guidance

Section 1. FACTUAL QUESTIONS ABOUT THE RESPONDENT AND THEIR LAND

This section is designed to collect some basic information about the respondent and the land they own and manage. It is important to obtain this information because it helps to contextualise the information collected in the more specific sections about advice and grants later. For example, a hard-pressed commercial farmer may be more focused on income generating than managing their environmental features while a hobby farmer retired from a city job may be more interested in creating a pleasant environment for their retirement and not have to worry about generating an income from the land. However, new owners of land may not have the same depth of land management experience as a commercial farmer or linked into networks which may allow them to access labour to assist with environmental management tasks. The questions in this section will allow a general picture to be established of the respondent.

General note – all questions in this section refer to the respondent's entire land area even if they have several holdings. The respondent should be told this before commencing the

questions in this section.

1.1 The aim of the question is to establish the type of respondent we are dealing with and they are given the opportunity to self-define themselves and their situation. The category 'farmer' is a notoriously difficult one to pin down and so we have distinguished between 'commercial farmer' (those people who are using the land as a business, to grow crops / livestock, and this is the focus of their activities) and 'hobby farmer' (where people may be using the land to produce food but are not dependent on the land for an income but may, nevertheless, be seeking to make their enterprises 'break even'). Of course, some so-called 'commercial farmers' will not be very commercial at all given the current state of farm incomes, but this question is all about the respondent's self concept or identity as a land manager and so if they see themselves as commercial farmers then this is what is important.

1.2 This question establishes how much land the respondent owns and / or rents (including land rented in, where they are renting land from a landowner for their use, and land rented out, where the respondent lets land to another land manager for use by this other person). In a very few cases neither of these situations may apply (e.g. where a respondent manages land through informal agreement but neither officially owns or rents the land) and so an 'other category' has been provided in this situation. As indicated above, it may be that respondents have more than one holding in more than one locality and if this is the case ask for the total area of all these separate holdings. Ideally, areas should be recorded in hectares. However, respondents may prefer to work in acres. If this is the case, record the area (for this and other questions) in acres and then convert the acreages into hectares after the interview.

[Conversions: acres -> hectares, multiply by 0.405; hectares to acres, multiply by 2.47].

1.3 Many respondents will have purchased / acquired their land relatively recently, others may well have inherited land. Try to establish the date when this took place. For 'conventional' farmers this may be complicated by the fact that small pieces of land may be acquired from time to time. In these cases ask about the date when the majority of the land was acquired.

1.4 This question concerns the use of land by the respondent and is designed to cover a wide range of situations including commercial farming operations and those situations where the respondent owns a very small area of land that is not used for any income generating activities.

The final part of this section provides an opportunity to record 'the story' of the land i.e. the circumstances surrounding the acquisition and any significant issues, both personal and economic, associated with this. This contextual information is helpful in obtaining a general sense of where the respondent is coming from and what they are trying to do with their land (whether its for commercial purposes or simply to provide a nice place for themselves and their family to live). It might be helpful to begin the interview by asking about the story of the land before getting into the more specific questions. Continue with any notes on the final page of the interview schedule if necessary.

Section 2. QUESTIONS ABOUT ADVICE RECEIVED FROM THE DEVON WILDLIFE TRUST UNDER THE LANDSCAPE HERITAGE SCHEME

This section concerns the advice given by the DWT under the LHS. Note that for some

commercial farmers the main interest was obtaining the grant and so relatively little, if any, advice was offered in these circumstances. However, even if this was the case the respondents should be given the opportunity to respond to these questions.

2.1 This question aims to establish how the respondent first heard about the LHS.

2.2 Asks for the reasons why the respondent contacted the DWT about the LHS. This might include: a need to obtain help and support to manage their land for the benefit of wildlife; the opportunity to obtain a grant to help support their conservation efforts.

2.3 Given that some respondents will own / operate fairly large areas of land that may not be located on one holding the advice received from DWT may not apply to all of their land. This question attempts to establish the approximate proportion of the respondent's land to which the DWT advice applies. This will be useful to the DWT as it will give them a sense of the 'reach' of their advice.

2.4 In most situations (with the likely exception of those commercial farmers who are most interested in obtaining a grant rather than getting advice) DWT will have talked to the respondent about their land as well as preparing a report on their land which details recommended management actions. The DWT adviser may also have given additional information / advice in the form of other printed material. Ask respondents to rank these various forms of information / advice in terms of their utility, with 1 being the most useful and 4 the least. If two or more info / advice sources are regarded as equally useful, then each should be recorded by the same numeral. If a respondent has not received / cannot recall receiving a particular form of advice, mark the box 'N.A.'

2.5 This question refers to all of the advice given by the DWT (i.e. all of the forms of advice covered in 2.4) and asks the respondent to evaluate the advice overall in terms of how easy it was to understand using a numerical scale of 1 to 5, where 1 is very easy to understand and 5 is not at all easy to understand.

2.6 Again, this question refers to all of the advice given by the DWT (i.e. all of the forms of advice covered in 2.4) and asks the respondent to evaluate the advice overall in terms of how useful it has been to them in managing their land for conservation benefit. As in question 2.5 a numerical scale is used of 1 to 5, where 1 is very useful and 5 is not useful at all.

The follow up question (where a respondent has answered 1 / 2 / 3 / 4 to question 2.6) attempts to establish the ways in which the DWT advice has been useful by trying to link the advice to particular actions taken by the respondent. As many boxes can be ticked as are relevant.

2.7 This question should only be asked of those respondents who answered questions 2.5 and / or 2.6 negatively overall (i.e. giving a value of 4 or 5). For those respondents who answered 1 / 2 / 3 to question 2.5 and / or 2.6, proceed to qu. 2.8. It aims to uncover the reasons why the respondent felt the advice was difficult to understand (e.g. too much technical language) and / or not very useful. Respondents should also be encouraged to suggest ways in which the advice could be delivered in a more appropriate way.

2.8 We need to establish how much of the DWT advice has been put into action. This

question asks respondents to estimate how much of the advice they have acted on, using a numerical scale from 1 to 5, where 1 is all of the advice and 5 is none of the advice. If respondents feel that they were not given any advice (e.g. because their main interest was obtaining a grant or they can't remember receiving any advice) put 'NA' in the box.

There are 3 follow up questions to qu. 2.8 if the respondent indicates that they have used at least some of the advice. If they claim to have used none of the advice given (i.e. they answered 5 to question 2.8) then proceed directly to question 2.9. If qu. 2.8 was not applicable then proceed directly to question 2.9.

The first two follow-up questions are for those respondents who answered 1 / 2 / 3 / 4 to qu. 2.8. First, ask respondents to detail which aspects of the advice they have acted on and the reasons for doing so. Second, ask if the advice from DWT was used to help them apply for an environmental grant scheme and if so ask them to list which schemes. This could include 'national' agri-environment schemes such as Countryside Stewardship Scheme but also local environmental grant schemes such as local authority tree planting grants. Third, for those respondents who claim that they have acted on some, but not all, of the advice (i.e. they answered 2 / 3 / 4 to qu. 2.8) ask them to detail which aspects of the advice they have not acted on and the reasons for this.

2.9 For respondents who indicated in qu. 2.8 that they have not followed through on the advice given by DWT, this question attempts to establish the reasons for this (e.g. because the AH did not agree that the recommendations would be practical in the context of their farm). If the respondent highlights a reason that does not appear in the list then a note should be made.

2.10 This question is for all respondents and asks them if they would have liked any additional advice, and in relation to what, from the DWT.

2.11 Some respondents may feel that the advice given to them by DWT was different from, and conflicted with, what they would normally consider to be 'best practice' for the environmental management of their land. If this is the case, a follow up question asks the respondent to identify which aspects of land management they would have done differently and the way in which their approach differed from the DWT e.g. this may relate to stocking densities, cutting times, or the use of agricultural inputs.

2.12 The DWT are interested in finding out if their environmental advice had an impact (either positive or negative) on any business that the respondent is running on their land. For example, someone who is running a tourism enterprise (e.g. a B&B) may feel that improving their land environmentally is a benefit to this enterprise because it provides a more attractive environment for guests. Alternatively, undertaking environmental actions may have had a negative impact on a farmer's income. The follow up question asks the respondent to explain their response to the first part. The 'maybe' option is included because the respondent anticipates an impact at some point in the future. For those respondents not running any business activity on their land a 'not applicable' (NA) option is provided.

2.13 This question is designed to encourage the respondent to reflect on the overall experience of receiving advice from the DWT in terms of its influence on their knowledge of environmental management and how they think about managing their land. It may be, for

example, that having a knowledgeable person visit their land and talk to them directly about environmental management was important because they lack experience of land management.

2.14 Ask respondents if they envisage contacting DWT again in the future for further advice. A follow up question encourages them to identify their future advice needs, in terms of particular management tasks / particular areas or types of land (e.g. woodland or hedgerows or grasslands), and the circumstances in which these needs might arise (e.g. if more money / labour / time became available to undertake a particular task).

Section 3. QUESTIONS ABOUT THE LANDSCAPE HERITAGE SCHEME GRANT

This section applies to those respondents who have received a grant under the LHS. As such, it will not be applicable to those respondents who have only received advice from the DWT. For these respondents, proceed directly to Section 4.

3.1 This asks the respondent to describe what the LHS grant is for. This is mainly for information purposes / contextual use. We need to know this so that the responses to the subsequent questions can be put into context.

3.2 Some respondents may have received more than one LHS grant and this question establishes whether or not this is the case. Again, this is mostly for information purposes / context.

The following questions (3.3 and its supplementaries) explore how the respondent might have behaved if they had not received the LHS grant. In other words, these questions are all about the additionality associated with the LHS grant – if the respondent would have undertaken the work funded under the grant anyway, this suggests a lack of additionality.

3.3 This question should be presented with care. Explain that the answer will predicate the following series of three questions. Only one box should be ticked. Rather than talking through each of the options listed in turn it might be easier to encourage the respondent to talk about their decision-making in the absence of the LHS grant and if they have difficulty doing this, use the options as prompts.

The first supplementary question should be asked if the first box is ticked (i.e. 3.3i) and seeks to establish what the respondent would have done with their land had they not received the LHS grant. This is important, as it will be a useful further indicator of additionality achieved by the scheme.

Depending on the answer given in qu.3.3 (if the respondent answers yes to 3.3i / iii / iv / v) ask this next supplementary question to determine why the respondent would have proceeded differently if they had not received the LHS grant. Record which reason relates to different work tasks.

Similarly, depending on the answer given in qu. 3.3 (if the respondent answers yes to 3.3 iii / iv / v) ask this question to determine which management tasks would have taken priority if they had not received the LHS grant but would have been prepared to undertake some of the management without this financial assistance.

3.4 Similar to question 2.12, the DWT are interested in finding out if the LHS grant has had an impact (either positive or negative) on any business that the respondent is running on their land. For example, someone who is running a tourism enterprise (e.g. a B&B) may feel that improving their land environmentally is a benefit to this enterprise because it provides a more attractive environment for guests. The follow up question asks the respondent to explain their response to the first part. The ‘maybe’ option is included because the respondent anticipates an impact at some point in the future.

Section 4. QUESTIONS ABOUT OTHER SOURCES OF ADVICE ABOUT ENVIRONMENTAL MATTERS

This section is for all respondents (those receiving advice and grants under the LHS) and concerns sources of advice, beyond the DWT and the LHS, about environmental matters on their land.

4.1 This provides a list of advisory organisations that supply environmental advice. Ask the respondent which of these organisations they have used for advice in the last 5 years.

Acronyms:

DEFRA (e.g. RDS): Department of Environment, Food and Rural Affairs. The Rural Development Service (RDS) is responsible for the delivery of DEFRA policies / schemes ‘on the ground’.

ADAS: Agricultural Development and Advisory Service. Previously the state agricultural advisory service, but long since privatised.

FWAG: Farming and Wildlife Advisory Group.

RSPB: Royal Society for the Protection of Birds.

NFU / CLBA: National Farmers Union and Country Land and Business Association.

Record if respondents have not sought advice from any advisory organisations and if this is the case proceed directly to Section 5.

There are two supplementary questions for respondents who have received environmental advice from other organisations. The first supplementary asks them to identify the single most useful source of advice from the list, and how that advice has been deployed (this might include any of the actions listed in the supplementary question to qu. 2.6). The second supplementary asks the respondent to reflect on, and evaluate, the relative utility (better, equal, worse) of this other advice source compared with the advice received from the DWT. Explanations for these assessments should be noted in the ‘comments’ box. Remember that we are only interested in the single most useful source of advice outside the DWT.

Section 5. QUESTIONS ABOUT THE RESPONDENT’S ENVIRONMENTAL BEHAVIOUR

This section applies to all respondents and like the very first section in the questionnaire is designed to elicit more contextual information about the respondent and their attitudes and behaviour in relation to the environmental management of their land. Knowing that a respondent is not very well informed about the environment and has had limited involvement in conservation management previously may help to explain some of the ways in which they perceive the advice from the DWT and whether or not they have acted on that advice.

5.1 This question asks the respondent to indicate the type of environmental and conservation activities undertaken on their land in the past and at present. 'Management' of features is taken to mean 'sensitive management for conservation'. Extensive forms of land management refer to very low input systems of farming, where stocking rates are low and where the use of agricultural inputs is modest.

5.2 This is a follow up question to 5.1 and asks the respondent to indicate if any of the activities reported in 5.1 have been supported by an environmental grant scheme other than the LHS and if so, to name these schemes. The grants could include 'national' agri-environmental scheme grants (e.g. the Countryside Stewardship Scheme) or 'local' environmental grants. A further supplementary question explores whether respondents have any plans to apply for environmental grants in the future and if so, which ones.

5.3. This question asks the respondent if there are any environmental features on their land that particularly interest them and the reasons for this focus. This could include transitory features such as particular species of migrating birds as well as 'permanent' features such as trees, woodlands or water features. Try to establish if their interest predates the involvement of advisory organisations (where this is relevant) or whether it has been stimulated by the intervention of organisations such as the DWT.

At the end of the interview thank the respondent for their time and if they ask for further information about the survey encourage them to contact the DWT.

Note:

It may be helpful to write additional notes about the interview once it has been completed. This, however, is discretionary. However, it may be helpful in providing information that has not been considered or fully elaborated in the course of the interview. For example, additional comments and impressions about intentionality on the respondent's land and any particular constraints that may affect their ability to undertake environmental tasks. Also, where the process of participating in the LHS has been a complex one (e.g. because it may be tied up with other environmental grant schemes) again it may be useful to have some notes on this from the perspective of the respondent.

Appendix 1. Letter sent to landowners

Dear

Monitoring the Landscape Heritage Scheme

Devon Wildlife Trust has been delivering advice and grants to landowners through the Landscape Heritage Scheme and we are interested in finding out what landowners think about this process and its impact on their land management actions so that we can improve and modify the delivery of advice in the future.

As a grant and / or advice recipient of the Landscape Heritage Scheme we would like to invite you to participate in a monitoring exercise that is being conducted independently by the University of Exeter's Centre for Rural Research. This will involve a short interview conducted either face to face or over the telephone at a time that is convenient for you. If you do not wish to participate in the monitoring exercise please respond to the DWT using the reply sheet and prepaid envelope by Friday 21st April. If we have not heard from you by this date we will assume that you are happy for a researcher from the University of Exeter to contact you. We would like to emphasise that in the reporting of the monitoring individuals will not be identified and confidentiality will be guaranteed.

Thank you in advance for your cooperation.

Yours sincerely

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