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# Dartmoor Learning Area Action Plan

Guidelines on innovation transfer and dissemination



From January 2018 to March 2019

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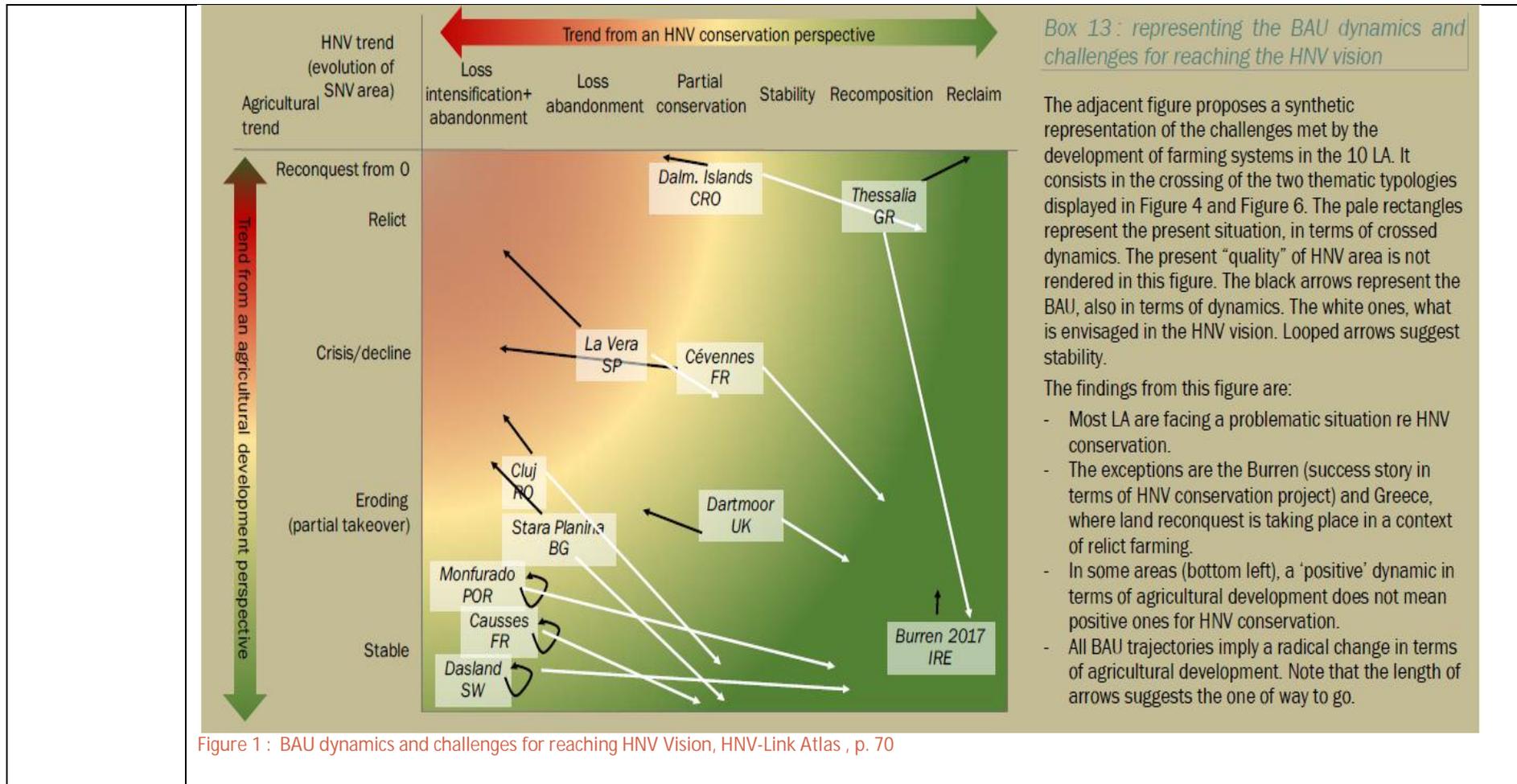


## 1. Starting point

### 1.1 HNV Vision for Dartmoor

|            |   |
|------------|---|
| 10/01/2018 | <p data-bbox="407 419 501 451"><b>Slogan</b></p> <p data-bbox="407 496 2042 608">The HNV Vision for Dartmoor's moorland is one of a farmed landscape containing a matrix of HNV vegetation types, including wet and dry heathland, mires and grasslands, managed to provide an array of public benefits by farming systems relevant to the area.</p> <p data-bbox="407 652 815 684"><b>Short Description of the Vision</b></p> <p data-bbox="407 729 2042 962">HNV vegetation covers about 50% of the wider National Park and almost all of the common land. Within the whole of the national park the HNVF habitats include lowland meadows, purple moor grass, upland heathland, blanket bog, valley mire and fen, upland oak woodland, wet woodland and lowland deciduous woodland. The proportion of HNVF habitats as part of the total farm area ranged from 10% to 98%, with a high density of HNVF features such as hedgerows and Devon banks due to the small field sizes. HNVF habitats are generally buffered or adjacent to the semi-improved or improved permanent pasture. Arable cropping is very limited and almost entirely fodder crops on the lower land.</p> <p data-bbox="407 1007 2042 1268">HNVF management is delivered by the livestock farming - beef rearing and finishing, sheep systems and the grazing of ponies. Aside from financial pressures, there is a range of other obstacles to managing HNVF. These include animal health and welfare concerns, especially those associated with bovine TB, the relatively recent move to finishing systems and the associated selection of less hardy breeds, lack of labour, lack of successors and eligibility for and the commitments involved with agri-environment schemes. Recently the area under agri-environment has fallen by c35% since 2010. However the impending loss of support from the Common Agriculture Policy (CAP) and uncertainty over what form future support will take is today the main issue facing the farming community.</p> |
|------------|---|







### The principal actors

Farming on Dartmoor requires engagement with a complexity of actors. Some are directly involved with farming including, the Government's agencies (Animal & Plant Health agency (APHA), Natural England and Defra) and others, including tourists and visitors, whilst having no direct connection with livestock farming can and do have the ability to impact on farming practices. Fostering innovation, its development and dissemination involves yet other actors or potential actors, some internal to the farming community, but others external, including educational institutions and various agencies engaged in aspects of rural development.

An attempt to categorise and show the various groupings of actors is set out below.

### Typology of actors

The table below tries to typologies various actors in relation to innovation *pertaining to and supportive of HNV systems on Dartmoor commons*. For example, non-farming businesses may be very innovative, but rarely impinge in an innovative way on farming businesses, though in some cases they could in a significant way; similarly higher education institutions.

Key: Blue – hardly at all; Yellow – to some extent/in some cases/small scale impact; Green – major impact

| Actor                               | Individual (I)/<br>Collective (C)/<br>(semi-) State (S)/<br>Other (O) | Innovator<br>themselves | Foster<br>innovation | Disseminate<br>innovation |
|-------------------------------------|---|-------------------------|----------------------|---------------------------|
| Farmers                             | I   | Green                   | Blue                 | Blue                      |
| Landowners (esp. Duchy of Cornwall) | O   | Yellow                  | Green                | Yellow                    |
| Non-farming, non-food businesses    | O   | Blue                    | Blue                 | Blue                      |
| Non-farming food businesses         | O   | Yellow                  | Blue                 | Blue                      |
| Dartmoor Commoners' Council         | C   | Yellow                  | Yellow               | Green                     |



|   |      |  |  |  |
|---|------|--|--|--|
| NFU, NSA etc. (Farming representative bodies)         | C    |  |  |  |
| Meat marketing initiatives                            | C/I  |  |  |  |
| Commons Associations                                  | C    |  |  |  |
| Defra (Ministry of Agriculture) & RPA (paying agency) | S    |  |  |  |
| Natural England                                       | S    |  |  |  |
| Animal & Plant Health Agency                          | S    |  |  |  |
| Dartmoor National Park Authority                      | S    |  |  |  |
| Somerset & Devon Fire Service                         | S    |  |  |  |
| Exeter University; Duchy College                      | S    |  |  |  |
| Tourist Agencies                                      | S/C  |  |  |  |
| LEADER Local Action Group                             | S(C) |  |  |  |
| Dartmoor Hill Farming Project                         | C    |  |  |  |
| NGOs (national – RSPB, Ramblers etc., but some local) | C    |  |  |  |

Farmers remain critical to the management of the moorland and the wider landscape. Some are innovators (only occasionally without any outside help) and most are keen to disseminate their knowledge when asked to do so.

The vast majority of the moorland is owned by the Duchy of Cornwall which, although in some respects an all-too-normal landowner, is unusual in its wider role in community developments. Reflecting the views of the current Duke of Cornwall, the Duchy's willingness to engage in various innovations and support hill farming has been an ingredient in many successful initiatives.



Non-farming businesses can be broadly divided into two – those concerned with the traditional products of farming, particularly food, and those whose engagement is more the taking advantage of the public goods supplied; the latter include for example tourism businesses and water companies. Food businesses have in general not innovated much in their dealings with HNV systems on Dartmoor nor been involved in any significant degree to adding value to those systems. While there have been small trials of Payments for Ecosystem Services (PES) by water companies, in general innovative engagement with farming systems by non-food companies is low. The role of the tourist board has thus far not been particularly significant.

Farmers working together is a feature on Dartmoor, with a higher level of activity than in most other parts of the UK. Commons governance, whether through the individual commons associations or through the oversight of the Dartmoor Commoners' Council, has sometimes been innovative. Farming unions have not in general been innovative nationally, nor a major driver of innovation locally. Group marketing schemes are themselves almost by definition innovative organisations, but thus far the innovation has not been effective in substantially changing the economic fortunes of HNV systems.

Policy is of course a major influence on farming and its viability and ability to innovate. The UK Government's department with responsibility for farming and the environment is Defra. Since 2006 the government agency responsible for implementing wildlife and countryside policies is Natural England (NE). NE also has responsibility for delivering the agri-environment schemes along with the Rural Payments Agency (RPA) who have responsibility for the payments and compliance. Another statutory player is Historic England (formerly English Heritage) with responsibility for the historic environment, which on Dartmoor it delivers in partnership with the Dartmoor National Park Authority.

The degree of autonomy and motivation within arms-length agencies is not always clear, but at their best they can initiate innovation quite effectively; these situations are unfortunately not that common. Defra for its part is rather centralised and uninnovative in outlook, with support for third party innovation through the Rural Development Programme not being targeted at HNV systems, and in practice being largely taken up by conventional, more intensive systems. Staff turnover throughout Government is unhelpful to the development of staff capacity to the point where meaningful strategies can be developed and implemented, while the willingness to outsource innovation is apparently quite low. The local LEADER LAG is essentially focussed on anything other than farming.

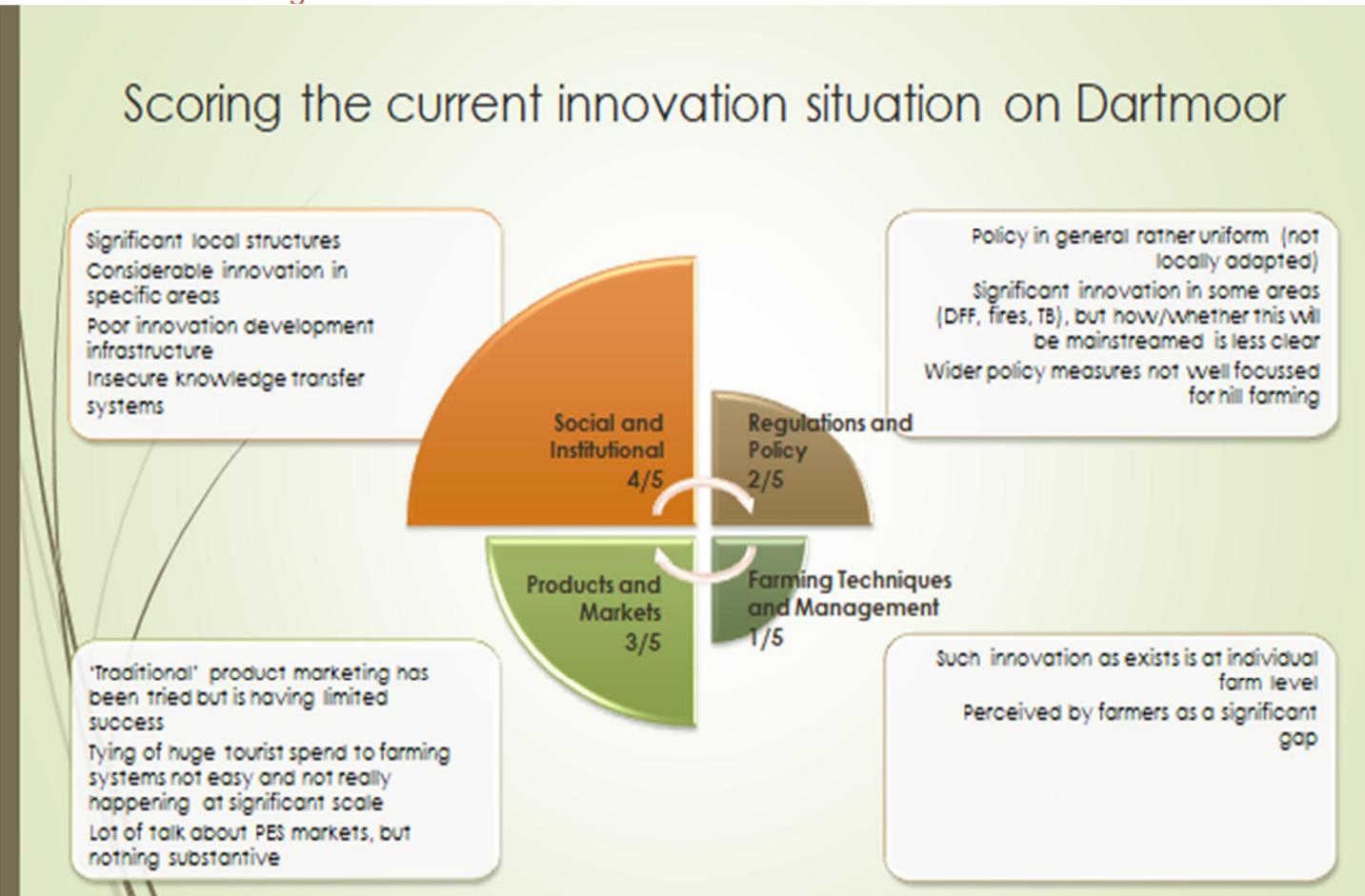
The Dartmoor National Park Authority's role is clearly defined in two statutory purposes – to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park and to promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public. In carrying out this work, they are also required to meet a socio-economic duty, namely: seek to foster the economic and social well-being of local communities within the National Park. The DNPA has been instrumental in progressing various innovations and initiatives including most of the innovations selected for this review. National Park status has clearly



|              |  |
|--------------|--|
|              | <p>helped create a sense of identity and provided both practical support and encouragement for innovation to flourish.</p> <p>One initiative supported by a variety of actors over its lifetime, including the Park and Duchy, is the Dartmoor Hill Farming Project. Not particularly active in developing innovation, it is one of the major ways of disseminating innovation within the area.</p> <p>The Somerset &amp; Devon Fire and Rescue Service has been a key partner in some of the innovations, though more as a willing responder to the innovative advances of others; its attitudes are nonetheless seen as innovative in some other Fire and Rescue Service areas.</p> <p>Local educational institutions, while involved in many studies on the ground, have generally been passive when it comes to developing or disseminating information. Individual members of staff are interested and engaged in local activity, but institutionally they are seen as uninterested in hill farming. Ironically, a bigger actual and potential player is Newton-Rigg College, situated at the other end of the country, which is the only institution in England retaining a hill farm focus. Whether it currently promotes innovation in HNV systems is another question.</p> <p>Some non-government organisations (NGOs) are active on Dartmoor and include The Devon Wildlife Trust, Butterfly Conservation and the RSPB. All have conducted surveys and provide advice concurrent with their interests. The dominance of common land has also given rise to engagement with non-government organisations including the Foundation for Common Land (FCL) and the Upland Alliance. Some of these NGOs have been active in initiatives, providing information, data and advice and equally some are potential innovation disseminators, with a strong lobbying voice in Westminster.</p> |
| 07/01/2019   | <p><i>Update</i></p> <p>The process used to produce the Moorland Vision is currently being used to produce a local Vision for three areas of common land on Dartmoor (additional to the two participating in Farming Futures) and in other parts of England. Co-ordinated by the Foundation for Common Land and funded by the Heritage Lottery Fund the local facilitators received training and on-going advice from the facilitator responsible for the Dartmoor's Moorland Vision.</p>  |
| (dd/mm/year) | <p><i>Updates</i></p>  |



## 1.2 The Innovation Situation for Dartmoor

|            |   |
|------------|---|
| Date       |   |
| 10/01/2018 | <p><b>Innovation scoring</b></p> <p>Scoring the current innovation situation on Dartmoor</p>  <p>The diagram illustrates the current innovation situation on Dartmoor, scored across four categories:</p> <ul style="list-style-type: none"> <li><b>Social and Institutional (4/5):</b> Significant local structures; Considerable innovation in specific areas; Poor innovation development infrastructure; Insecure knowledge transfer systems.</li> <li><b>Regulations and Policy (2/5):</b> Policy in general rather uniform (not locally adapted); Significant innovation in some areas (DFF, fires, TB), but how/whether this will be mainstreamed is less clear; Wider policy measures not well focussed for hill farming.</li> <li><b>Products and Markets (3/5):</b> 'Traditional' product marketing has been tried but is having limited success; Tying of huge tourist spend to farming systems not easy and not really happening at significant scale; Lot of talk about PES markets, but nothing substantive.</li> <li><b>Farming Techniques and Management (1/5):</b> Such innovation as exists is at individual farm level; Perceived by farmers as a significant gap.</li> </ul> |



## Innovation priorities

### 1. Markets & Products

The loss of CAP support could be potentially catastrophic for farmers within the Dartmoor LA. In an attempt to offset this loss of income the need for product promotion and securing a premium price for farm products, and for monetising a wider range of farm products, has never been so important.

#### 1) Target group: farmers

Tools: It will be necessary and valuable to stress that whilst some past innovations within the LA might have failed or been less successful than first hoped, there is still enthusiasm amongst the farmers to succeed in securing a premium price for their premium products. It will be particularly useful and reassuring to learn from the experiences of farmers from other LAs. This is a priority; building connections between farmers in different countries. For example the transferring of knowledge relating to mobile slaughterhouses (Sweden) would not just have importance to Dartmoor. In this case it may be more sensible to get those with the experience of mobile slaughter houses to visit the Dartmoor and invite farmers from throughout the UK to also attend the visit. In cross-visits there will be attempts to mix farmers with other actors. It will be necessary to stress to farmers that in order the product to benefit from an association with HNV farming the grazing animals must stay on HNV areas for the majority of their lives (at the moment cattle are often moved to more intensive pastures to be fattened).

#### 2) Target group: customers

Tools: The use of social media to promote and sell HNV goods, especially food (good examples from Croatia, honey selling) would be novel to most farmers on Dartmoor. However the younger generation (Next Generation Farmers) may well be more susceptible to such innovation. Highlighting the story behind the products, stressing the benefits of Dartmoor HNV products and identifying the differences between conventional stock rearing and stock from extensive grazing on HNV moorland will need to be promoted. Hiring a marketing specialist to inform those involved in product promotion may be very useful. Marketing skills may have to be imported as they are not inherent within the community. Making better use of the fairs/markets already existing in the area needs to be explored.



3) Target group: Tourism officials in Dartmoor

Tools: Dartmoor is a key tourist destination, however for some or most farmers the visitors are seen as a problem rather than as an opportunity. With about 2.31 million day/visits per year (2015 data) there are lots of people to sell products to but most visitors only stay for a day. It could be of mutual benefit to farmers, restaurant owners, hotels etc. if tourists stayed for longer and part of a package to enjoy Dartmoor is the food produced by the local farmers.

2. Farm Technologies

Improving farm technologies and practice is considered by most farmers to be very important. Such improvements might reduce the dependency on support (CAP) and the reduce the vulnerability of farming from the decisions of others, particularly the agencies delivering agri-environment schemes. The dependency on the decisions of others creates a high risk situation for the farmer to find himself in. In addition, there is a feeling that 'cutting costs' will be essential in the future. Innovations which promote labour efficiency are thus seen to be of interest, but innovations which increase technical effectiveness, make better use of the pasture and genetic resource, productivity etc., are also be seen as relevant.

Schemes and Regulation can encourage innovation; requiring solutions to often inappropriate rules and law. Such innovations that seek solutions should be supported both directly by the State and through the encouragement of local and/or farmer-organised knowledge transfer bodies and initiatives. The strong impression is that most of the basic innovations of recent decades have been (and still are?) antipathetic to HNV farming, but the less systemic ones have the potential to improve the effectiveness etc. of HNV systems. There is in fact a need for 'agroecological' type innovation on the more intensive side of the HNV farming systems, as well as innovation on that part of the system which interacts directly with the semi-natural pastures. This means a recognition that the current dependence on commercially-driven research weakens the position of HNV farming, since innovation is also needed in aspects where new products aren't necessarily a part of the solution.

Another strong impression gained during this work is that innovations are largely spread informally by self-learning. Education system seems not to have major or positive role and the "local" agricultural colleges are often criticised for not



|              |  |
|--------------|--|
|              | <p>including hill farming within their syllabuses. Information and advice relating to farm technologies and animal welfare is not formally available unless provided by those with a vested interest and therefore often with a charge. The Dartmoor Hill Farm Project and the Dartmoor Hill Farm Discussion Group both act to fill this gap in the provision of advice.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p><i>Dartmoor Hill Farm Project: an innovation to improve delivery of advice and best practice</i></p> <p>Dartmoor Hill Farm Project (DHFP) was set up to try to ensure a viable future for Dartmoor farmers. Since 2003 DHFP has supported farmers on Dartmoor to establish and run a wide range of projects to add value to their businesses and to increase vocational skills. There is a small team of staff who are based in Princetown. The project is hosted by Dartmoor National Park Authority (DNPA) and funded from 2017-2020 by the Princes Countryside Fund, DNPA, the Heritage Lottery Fund, through Moor Than Meets The Eye and the Duchy of Cornwall.</p> <p><a href="http://www.dartmoor.gov.uk/living-and-working/farming/support-and-advice-for-farmers">www.dartmoor.gov.uk/living-and-working/farming/support-and-advice-for-farmers</a></p> </div> <p>3. Farm support mechanism.</p> <p>Farms within the LA currently receive CAP funding (all receive pillar 1 &amp; the majority pillar 2) and this contributes on average about 60% of their farm business income. After the UK leaves the EU this funding will not be available. Recent UK Government statements suggest that support to farmers will continue but the level (amount) and how it will be provided remains unclear. This is clearly a priority issue for all HNV farmers.</p> <p>Efforts to influence policy and Government thinking have increased significantly and many of the innovations from Dartmoor have been fed into this process with varying levels of success. The Vision and Dartmoor Farming Futures have been reviewed by Government (Defra) and its agencies (Natural England) and may prove to be particularly influential. The innovations from other LAs are not generally suitable for a post-CAP scenario apart from the results based approach found within the Burren (Ireland) and certain aspects of land management highlighted within the Swedish LA.</p> |
| (07/01/2019) | <p><i>Update</i></p> <p>Should the UK leave the EU in March 2019, the proposals to sustain farming are clearer than they were in 2018. Although</p>  |



|              |   |
|--------------|---|
|              | <p>the principal players remain as before, Defra has now published its intention to replace CAP funded support payments and agri-environment payments with one scheme – the Environmental Land Management System (ELMS). During the transition period (till 2027), the level of funding currently provided by the current main pillar 1 and 2 schemes will decline to zero by the end of the period. A ‘test and trial’ process has begun to assist in the development of ELMS. Dartmoor Farming Futures has been selected as one of these Test and Trial projects.</p> <p>A long term agreement with one of the Country’s leading supermarkets has revitalised efforts to promote Dartmoor meat.</p> |
| (dd/mm/year) | <i>Updates</i>  |



### 1.3 The Dartmoor strategy as a HNV Learning Area: making choices

|            |  |
|------------|--|
| 10/01/2018 | <p><b>Overall Objectives</b></p> <p>There are two objectives for the HNV-LINK project within the Dartmoor LA.</p> <ol style="list-style-type: none"><li>1) To make positive progress in addressing the innovation needs of HNV farming systems within the LA, in terms of<ol style="list-style-type: none"><li>a. Developing, nurturing and further mainstreaming what already exists (including targeting awareness-raising at policy influencers and makers);</li><li>b. learning directly from other innovators in the fellow LA and other regions;</li><li>c. fostering an institutional framework which encourages the conception, development and dissemination of innovation both individually and collectively.</li></ol>This requires proactive action.</li><li>2) To make innovations from within the LA known to other actors.</li></ol> <p><u>Objective 1</u></p> <p>a) Developing existing innovations from within the LA to benefit the LA.</p> <p>Selected examples of innovation development within the LA:</p> <ul style="list-style-type: none"><li>• <u>The Moorland Vision</u></li></ul> <p>The facilitator and contributing individuals, from agencies and farming community, will offer advice on how the original vision was built and provide input into a new initiative to updated the vision and to extend its influence to include all the farmland within the national park boundary.</p> <p>Within the farming community there is support for some sort of event to 'celebrate 20 years of Stewardship' and to use one of the more traditional practices or events to build on to provide an event that attracts local farmers and interest from outside the LA including farmers, policy makers and environmentalists. One such low key event that could be developed into an</p> |
|------------|--|



nationally renowned event is the annual walking the White-faced Dartmoor (sheep) up onto the moor in the third week of July (sometimes in August). Another event with the potential for development is Widecombe fair, based around the White-faced Dartmoor sheep.



Widecombe Fair attracts visitors from Dartmoor and beyond. A White-faced Dartmoor ram.

- Dartmoor Farming Futures

The concept of an agreement free of prescriptions and outcome focused has already found a place in the Government's discussions on future agriculture support. There has been considerable effort to ensure the principles and experience from DFF is fed into post-Brexit discussions on new scheme design, whilst most activity has been to influence Government this has largely relied on the local farmers to explain the benefits and successes secured during the trial.

- TB Control plans

The Plans continue to provide the information essential to the Animal & Plant Health Agency that in turn enables the Regulations to be met whilst enabling practical delivery. Recent efforts seek to adapt this approach to commons without an association and lacking governance. These efforts have proved successful and in 2018 all Dartmoor's commons with grazing cattle (32) will submit a Control Plan.

Principal innovations from the Dartmoor LA and potential audiences within the LA/UK.



| Innovation                  | farmers | local delivery bodies | policy implementers | policy makers | potential allies | interested public |
|-----------------------------|---------|-----------------------|---------------------|---------------|------------------|-------------------|
| Dartmoor Vision             |         |                       |                     |               |                  |                   |
| Dartmoor Farming Futures    |         |                       |                     |               |                  |                   |
| Fire Management Plans       |         |                       |                     |               |                  |                   |
| TB Control Plans            |         |                       |                     |               |                  |                   |
| Dartmoor Commoners' Council |         |                       |                     |               |                  |                   |
| Meat marketing              |         |                       |                     |               |                  |                   |
| Moor Skills                 |         |                       |                     |               |                  |                   |
| Dartmoor Hill Farm Project  |         |                       |                     |               |                  |                   |
| Hill Farm training          |         |                       |                     |               |                  |                   |
| Fenceless fencing           |         |                       |                     |               |                  |                   |
| Problem biomass             |         |                       |                     |               |                  |                   |
| Livestock leasing           |         |                       |                     |               |                  |                   |
|                             |         |                       |                     |               |                  |                   |

- Fire Plans  
It is not proposed to do anything in regard to the development of the fire control plans however the plans are currently only available to those commons within an agri-environment agreement. There remain a few commons without an agreement that are denied the finances to produce their own plan. This will be addressed.
- Dartmoor Hill Farm Project  
Whenever it is possible to do so this project will continue to work with the DHFP. This will enable the continuation of effort and secure a sustainable future for both the innovations and the DHFP. Almost all farmers within the national park boundary (560 farmers are on the contact list) are aware of the DHFP and many actively support its objectives and activities. However the project is vulnerable to fluctuations in funding and there will be considerable effort to raise awareness at policy level of the importance of a viable service of this type in the future. The difficulty in securing core funding for established innovations is an



issue as most funding is for new initiatives. The experiences from other LAs particularly France will be very valuable. Efforts to value the benefit to Govt. of the free provision of advice and support will include the input from the voluntary participation of its members.

b) Learning directly from other innovators in the fellow LA and other regions;

The processes of selecting those innovations relevant and potentially beneficial to the Dartmoor LA has in itself been valuable. The innovations considered to be of interest to those actors within the LA are listed and discussed later.

There is considerable interest in “Results based” agri-environment schemes amongst the farmers who are trialling Dartmoor Farming Futures (an outcome focused scheme). To enable learning from the Burren LA three farmers were sent to the Burren Winterage school in late October 2017. In March 2017 farmers from the Burren visited Dartmoor to participate in the innovation seminar and to meet with farmers. Face to face meetings with farmers is seen by most farmers as the most efficient means of learning and experiencing the innovations of others.

The list of innovations (final spreadsheet) has been made available to those farmers and agency staff who have expressed an interest in viewing all the entries. An edited version was made more widely available; this listed the innovations and the farming system that the individual innovations developed within and those farming systems that the innovation might be relevant to elsewhere than its original LA. The type of HNV farming was also included. This information was presented to a large meeting of farmers and other interested parties on the 13<sup>th</sup> December 2017 and used during the workshop held on the 2<sup>nd</sup> February 2018.

Innovations from other LAs selected by farmers and land managers include:

- The Burren (Ireland) re: results based agri-environment scheme & events to promote HNV farming (e.g. The Winterage School).
- Västra Götaland (Sweden) re: marketing of meat products, mobile abattoirs, restoring grazing following recognition of woodland planting in the wrong place and similar AE scheme.
- Causses & Cévennes (France) re: collective management of pastures, added value to products, recognition of high quality livestock and issues relating to abandonment and subsequent re-establishment of grazing.



Innovations selected by agency staff included the above but also they registered an interest in the:

- Dalmatian islands (Croatia) re: re-establishment of farming after land was abandoned and the involvement of the local community.

Learning from other areas outside the LAs:

The municipality of Bad Hindelang is situated in the southwestern part of the Bavarian Alps. The income of about 80% of all 5,000 inhabitants is now indirectly dependent on tourism. About 85% of the total area is protected for its landscape and/or natural environment, including HNV farmland. The protected landscape, characterized by an immense ecological diversity was created by farming and is maintained by farming (similar to Dartmoor). The community of Bad Hindelang has been practicing the "Ökomodell Hindelang" successfully since 1988 to preserve the alpine pastures of the Allgäu alpine culture. Within this framework, the natural and sustainable economy of alpine farming was extended to small-scale alpine farming in the valley. Farmers benefit from ecological compensation payments for the management of the cultural landscape and the production of high-quality foodstuffs. The idea of managing a cultural landscape is of specific interest to many actors within the Dartmoor LA. We will also explore the possibility of sharing innovation within the UK, in collaboration with the DHFP.

c) Developing an institutional framework which supports innovation.

The culture that enabled innovations to develop in the past and at the present requires to be acknowledged and sustained. Potential sponsoring bodies including The Duchy of Cornwall and the Dartmoor National Park Authority need to be recognised for their past efforts and support. The Dartmoor Hill Farm Project (DHFP) is recognised and supported by the majority of the farmers within the national park boundary and could clearly provide the framework to promote and encourage innovation. However the DHFP requires a sustainable future.

The priority actions include securing sustainable financial support and promoting the project to those local farmers not



currently engaged with its work. Promoting the DHFP to Government and other national bodies may be necessary to secure a future for a successful innovation.

### Objective 2

To make innovations from within the LA known to other actors, whether from analogous areas in England, from other LA or from other groups in other jurisdictions. Activities which can lead to further exchange of experiences down the road are likely to prove particularly viable. This will be carried out reactively and without prejudice to the first objective. We have already had visitors from Ireland and have been invited to present our innovations at a number of events in Wales, with further visits on the fire issue likely.

### Priorities

Examples of innovation of interest to Dartmoor that may be provided by other LAs.

- ˆ Use of RDP payment schemes to support HNV grazing systems on a large scale, especially on common land
- ˆ Locally-led projects that set objectives for pastoral land with the users, and apply a « payment for outcomes » approach and/or flexible approach to promote these objectives
- ˆ Approaches to dealing with animal health Regulations (TB) in extensive systems on common land.
- ˆ Successful means of linking HNV products to markets on a large scale and especially how the obstacles were overcome
- ˆ Examples of advisory/training/education provision which is both locally adapted and geared to HNV systems (including the intensive element of those systems) and how they are funded, organised
- ˆ Examples of techniques and technologies for HNV grazing livestock systems (including 'agroecological' approaches to inbye land.

### Specific Objectives



Specific examples from discussions with stakeholder groups:

#### 1. Markets

- Establish a “Wool fest”, to replicate an event held annually in Cockermouth (Cumbria) in southern England to attract wool/fleece buyers.
- Promote other initiatives to add value to wool, e.g. establish local wool washing units.
- How to establish a stable relationships between farmers and local consumers.
- Educate chefs and retailers on the use of the whole carcass.
- Investigate and promote initiatives which deviate from the standard model of pricing/valuing the product, e.g. is the sheep meat pricing grid more suitable for hill breeds?

#### 2. Schemes and Regulation

- Promote the idea of a challenge fund and investigate potential sources for a pot of money to enable innovation.
- Secure a new agri-environment scheme(s) that are less prescriptive, reflect local priorities and encourage “real” dialogue.
- Continue to promote collective engagement to secure appropriate animal health and biosecurity rules and regulations.

#### 3. Social & institutional

- Anywhere with successful machinery rings & other cooperative purchasing groups – how to get round the drawbacks
- How to organise and fund an education/training/advice system which is comprehensive and not focused on one issue. Lessons from Monitor Farms, Making Livestock Profitable etc etc.
- How to fund and carry out experimentation which is not attractive to commercial companies (i.e. not about drugs, fertilisers, etc.) - need a fund for development of ideas that is not risk averse. How to fund farmers’ participation in experimentation.

#### 4. Techniques & technology

- Investigate examples and the experience of others re: Invisible fencing/fenceless fencing.
- GPS technology to track extensive grazing animals; ovulation monitoring of cattle etc etc.



- Management techniques for 'difficult' vegetation - how to cut and remove *Molinia*, turn waste vegetation (rush, reed and grasses) into animal feed, biomass etc. Learn from existing initiatives.

5. Consider the integration of woodland into farm business. Main Actions:

The Dartmoor LA and the HNV farmland contains an element of woodland, 12% of the National Park is classified as woodland. A few farms incorporate woodland within their farm business but this has not featured in those innovations already evident within the LA. During the discussions on new and anticipated issues requiring innovation farm woodland failed to feature. Woodland is not a priority for most (all) moorland farms. The availability of Forestry Commission's English Woodland Grant scheme (EWGS) coupled with buoyant wood fuel market has recently encouraged management of previously neglected woods.

Within the National Park boundary 56% of the woodland was under active management in 2016, slightly up on 52% in 2013. This figure does not include woodland, often in nature reserves, where a decision has been made not to actively manage the woodland usually for biodiversity objectives.

The Dartmoor LA Actors



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| Actor   | Individual (I)/<br>Collective (C)/<br>(semi-) State (S)/<br>Other (O) | Encourage<br>further<br>innovation | Develop<br>existing<br>innovation | Disseminate<br>existing<br>innovation |
|---|---|------------------------------------|-----------------------------------|---------------------------------------|
| Farmers   | I   | X                                  | X                                 |                                       |
| Landowners (esp. Duchy of Cornwall)                   | O   |                                    | X                                 |                                       |
| Non-farming, non-food businesses                      | O   | X                                  |                                   |                                       |
| Non-farming food businesses                           | O   |                                    | X                                 |                                       |
| Dartmoor Commoners' Council                           | C   | X                                  | X                                 | X                                     |
| NFU, NSA etc. (Farming representative bodies)         | C   |                                    |                                   | X                                     |
| Meat marketing initiatives                            | C/I   | X                                  |                                   |                                       |
| Commons Associations                                  | C   |                                    | X                                 |                                       |
| Defra (Ministry of Agriculture) & RPA (paying agency) | S   |                                    | X                                 | X                                     |
| Natural England                                       | S   |                                    | X                                 | X                                     |
| Animal & Plant Health Agency                          | S   |                                    | X                                 | X                                     |



|   |      |   |   |   |
|---|------|---|---|---|
| Dartmoor National Park Authority                      | S    | X | X | X |
| Devon Fire Service                                    | S    |   | X |   |
| Tourist Agencies                                      | S/C  |   | X |   |
| LEADER Local Action Group                             | S(C) |   | X |   |
| Dartmoor Hill Farming Project                         | C    | X | X | X |
| NGOs (national – RSPB, Ramblers etc., but some local) | C    | X | X | X |

#### 1. Markets

Key players: meat marketing companies, abattoirs, meat retailers, food industry, Duchy of Cornwall, DNPA and livestock farmers.

In the 1930s there were said to be around 30,000 red meat abattoirs in the UK. By 1971 this had dropped to 1,890, and by 2003 there were just 320. In July 2017 this had fallen to 251. The UK is still said to have an overcapacity in slaughtering, however there is a decline in options and choice and anyone trying to develop more local sales states abattoirs and cutting availability as one of their problems. The dominant practice of selling lambs and calves for finishing on higher quality land, often away from Dartmoor is changing. For a number of reasons including the opportunity to add value to the product some farmers are finishing their stock and selling direct to the customer. This is relatively small scale and the marketing of meat to secure a premium price for a product that is associated with and promoted as part of Dartmoor is still novel. However some initiatives have been started with mixed results. One of the issues is the lack of meat retailers and meat processors that are capable of providing a service to the farmers. Some relatively new companies may prove more supportive than the older established firms.



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The lack of a tradition of selling finished livestock is an issue; as more farmers finish their animals the number of meat processors and marketing opportunities for slower growing beef and usually smaller carcasses might increase. The lack of marketing skills within the farming community has been identified as an issue that needs addressing. Efforts to put farmers in touch with marketing and publicity experts have begun and the Duchy of Cornwall and National Park Authority have both offered support. Some successful initiatives have promoted the "organic" quality of the meat.

One or two farmers have developed successful direct selling strategies; one to a market in London and the other to his customers for other products from the farm (timber). However attempts to expand such approaches have not, to date, been successful due in part to a finite number of customers. A recent initiative by a collective of farmers to sell to a supermarket whilst retaining the high quality product approach appears to have been successful but is very new.

**Meat Dartmoor**

*is an independent group of individual Dartmoor farmers who practice traditional extensive farming methods and market their meat direct to the consumer.*

Amongst the farmers on Dartmoor there is interest in the experiences from other LAs. There is interest in innovations related



to marketing, direct selling and farmer owned abattoirs including mobile abattoirs.

The main beneficiaries from innovations that secure a premium price for high quality beef and lamb would be the local livestock farmers. It will be necessary to engage meat processors, marketing companies and the food industry to secure the necessary changes. The engagement by the Duchy of Cornwall, DNPA and APHA will be equally essential.

## 2. Schemes and Regulation

Key players: Defra, Natural England, rural Payments agency, DNPA, APHA and farmers.

Schemes that support farmers (and HNV farming) together with appropriate Regulation are essential for farming to continue on Dartmoor. The principal players/actors responsible for ensuring this support remains are policy staff within Defra (Government dept.) and their agencies including Natural England, Animal & Plant Health Agency (APHA) and Rural Payment Agency (RPA). Efforts to explain innovations from Dartmoor's LA to these key actors are underway. Engagement to explain the consequences of poor scheme design and inappropriate regulation is core to securing progress with TB Regulations (see TB Commons Plans) and fire control. This engagement will include opportunities to learn of innovations from other LAs and to benefit from the farmers appreciation of contributing their experience to efforts to provide better regulation and support mechanisms.

Efforts to increase the farmers participation in discussion groups and to provide opportunities for the farmers to explain and contribute to policy development are increasing. The Dartmoor Farming Futures innovation and the Dartmoor Vision have both been promoted and explained by farmers to policy people. The practical aspects of policy is gaining in importance and DFF has been presented by farmers to Defra's staff, Defra Ministers including Defra's Secretary of State.

The Farmers are particularly interested in learning about successful schemes in other LAs and to hear of innovations that address support mechanisms and improve regulation. They also want to learn from the mistakes of others; what has not worked and why. This is often as valuable and can only be revealed during less formal communication such as site visits. Providing evidence from elsewhere is very important to farmers as they will be the eventual beneficiaries, benefiting from better schemes and regulations.



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Whilst the intention is to provide a support mechanism to enable HNV farming to continue this is likely to be packaged alongside the delivery of a number of public benefits (Natural Capital). Engagement with Defra and its agencies will be essential in addition to securing the support of national NGOs and the DNPA to support efforts made on behalf of the farming community.

### 3. Social & institutional

Key players: Dartmoor Hill Farm Project, DNPA, Commons' Associations, Dartmoor Commoners' Council and farmer groups.

We are seeking to encourage and support the culture of innovation that is so apparent within the farming community on Dartmoor.

The social and cultural aspects of farming on Dartmoor are complex and very important; often overriding the financial drivers. Working within the social networks is essential to progress new ideas and imported innovations. The principle beneficiaries will need to be confident that interesting innovations from other LAs are compatible with the situation on Dartmoor and



appropriate for the social framework. This is particularly relevant to commoning and to the predominance of full time farmers. Although most farming families have a family member who works off the farm those that farm are full time and this is relevant to innovations seen only to be relevant to “hobby” or part-time farmers. Failure to recognise this reduces the likely take up of innovations seen not to be relevant to their circumstances.

Succession or the lack of succession remains a concern although the evidence that farming on Dartmoor is threatened by the lack of younger farmers is lacking. However recognising the needs of the next generation of farmers and encouraging them to invest in new ideas is a priority. The promotion of certain innovations and methodology (e.g. use of social media) is targeted to the younger farmers.

Endorsement of innovation by other farmers is very important. Ensuring farmers explain new ideas and innovations to other farmers has proved more effective than having external agencies present the initiative.

Local Common’s Associations, Dartmoor Commoners’ Council and the DNPA will have a role in sustaining the social structure. Innovations that provide experience and information on sustaining communities and enhancing an already strong community will be welcomed by these groups and the wider farming community. Successfully sustaining the farming community will benefit all farmers and continue to deliver the array of public benefits that the various agencies require including open access for the visiting public.

In addition to exploring the value of individual innovations and understanding their role in delivering HNV farming the social and cultural situation that enabled the innovation to be designed and implemented is of interest; in fact it may be more valuable than the innovations. Some information that enables the background situation to be better understood is available in the LAs’ Baseline Assessments, however face to face meetings with similar-minded individuals can best describe the social and culture factors that encourage the innovation or culture of innovation to develop. This aspect will influence the selection of potential visits and hosting events.

#### 4. Techniques & technology



Key players: Dartmoor Hill Farm Project, Dartmoor Discussion Group, NFU and individual farmers.

The farmers on Dartmoor currently face an uncertain future with the current support schemes provided by the CAP to end by 2020 (although the continuation of some funding is offered till 2022). This situation provides an opportunity for farmers to review existing practices and import innovations in addition to developing their own. The Dartmoor Hill Farm Project (DHFP) will have a key role in this process, especially the delivery of advice and technical information relating to techniques and technologies. However the capacity of the DHFP will need to be expanded and include processes by which it can learn of new ideas from a wider area, including Europe.

Inter farm visits (within the LA) have proved very popular and have successfully encouraged the transfer of information and techniques. This will be continued but its impact is limited to addressing innovation and knowledge transfer that is already evident within the LA. Efforts to identify gaps in knowledge relating to technology and practice are difficult within a community adverse to risk and change so introducing key players to farmers who have practical experience of new and novel techniques will be essential.

National bodies that represent farmers such as the National Farmers Union (NFU) can and do play a part in promoting new farming techniques. However this often relates to lowland farming rather than hill farming and then does not reflect the needs of HNV farming, however recent initiatives suggest improvements to address this issue.

### Risks

The most significant risk to progressing the Action Plan is the uncertainty over the future of farm support in the UK. Whilst the potential loss of the support provided by the CAP might encourage farmers to seek innovations to reduce the risk to their business it may also deter some farmers from committing to change at a time of uncertainty. The worst situation will be the loss of farmers with the skills and experience to manage the HNV farmland, especially the moorland.

Unless farmers perceive a future for their business they are unlikely to commit to innovative measures that have a degree of risk.

The promotion of some for the innovations within the LA to policy makers and government departments has started and will



continue. Communication direct to Defra appears to be the only route to influence the emerging policies relating to hill farming and supporting HNV farmers. However the role of their local agencies is essential if only to secure support and enable dialogue. However this is time consuming and if such efforts are considered to have failed by those farmers who have provided significant time and effort as part of this dialogue there may well be a backlash and prevent further farmer participation in the future.

To reduce the possibility of innovation fatigue and general dissatisfaction with the processes it will be necessary to engage the farming community and provide effective feedback on progress or lack of progress.

Whilst the identification of specific innovations is useful it will be essential to set these innovations within a context. The farming system and cultural context will be as valuable as the details of an individual innovation. Understanding and being able to explain to the selected actors the institutional, social and policy frameworks which allowed innovation to happen will be critical. There is a risk that if the focus is entirely on the specific innovations and that these are poorly understood their context may also be rejected. Farmers must be convinced that those innovations and the farming system that enables them to develop have a relevance to their farming systems and their local conditions. Failure to provide a compelling case can reduce the take-up of innovations or delay their adoption.

| lessons learnt                  | farmers | local delivery bodies | policy implementers | policy makers | potential allies | interested public |
|---------------------------------|---------|-----------------------|---------------------|---------------|------------------|-------------------|
| primer to innovation to develop |         |                       |                     |               |                  |                   |
| innovators                      |         |                       |                     |               |                  |                   |
| what helps                      |         |                       |                     |               |                  |                   |
| barriers                        |         |                       |                     |               |                  |                   |
|                                 |         |                       |                     |               |                  |                   |
|                                 |         |                       |                     |               |                  |                   |

Table 2: Identification of actors necessary for innovation development and those capable of providing barriers to delivery



## Best Practices

All the innovations identified within the Dartmoor LA are operational or have elements that are suitable for transfer to the other LAs.

| Innovation themes           | farmers | local delivery bodies | policy implementers | policy makers | potential allies | interested public |
|-----------------------------|---------|-----------------------|---------------------|---------------|------------------|-------------------|
| Animal health/disease       |         |                       |                     |               |                  |                   |
| Farm Advisory service       |         |                       |                     |               |                  |                   |
| Advice for breeders (sheep) |         |                       |                     |               |                  |                   |
| Governance of common land   |         |                       |                     |               |                  |                   |
| Fire prevention & fighting  |         |                       |                     |               |                  |                   |
| Celebration of farming      |         |                       |                     |               |                  |                   |
| Product branding            |         |                       |                     |               |                  |                   |
| Product promotion           |         |                       |                     |               |                  |                   |
| Land management             |         |                       |                     |               |                  |                   |
| Agri-environment            |         |                       |                     |               |                  |                   |
| Farmer training             |         |                       |                     |               |                  |                   |
| Apprenticeship              |         |                       |                     |               |                  |                   |
| Knowledge exchange          |         |                       |                     |               |                  |                   |

Table 3: Themes relevant to other LAs and potential audiences within those LAs.

## Timeline



| Activity                  | 2018 |   |   |   |   |   |   |   |   |   |   |   | 2019 |   |   |
|---------------------------|------|---|---|---|---|---|---|---|---|---|---|---|------|---|---|
|                           | J    | F | M | A | M | J | J | A | S | O | N | D | J    | F | M |
| lambing                   |      |   | ■ | ■ |   |   |   |   |   |   |   |   |      |   | ■ |
| Hay and silage making     |      |   |   |   |   | ■ | ■ | ■ |   | ■ |   |   |      |   |   |
| Stock clearance days      |      |   |   |   |   |   |   |   |   |   | ■ |   |      |   |   |
| Potential visit to Sweden |      |   |   |   | ■ |   |   |   |   |   |   |   |      |   |   |
| Potential visit to France |      |   |   |   |   |   |   |   | ■ |   |   |   |      |   |   |
| Events                    | ■    | ■ |   |   | ■ |   |   |   | ■ |   |   | ■ |      | ■ |   |

(07/01/2019) Update





There has been a considerable exchange between Ireland's LA, the Burren, and Dartmoor, due in part to the development of results based agri-environment schemes in Ireland. Most of the learning exchange has focused on this although the lessons to be learnt relating to the success of the Burren's Winterage School has proved of significant interest to Dartmoor's farmers. Something in 'Common' – The Dartmoor Sheep Gather was a successful initiative designed to demonstrate aspects of sheep farming (gathering and welfare) held in November 2018 owes much to the Winterage School.

It is proposed to develop a number of public facing farming events across Dartmoor.

*Left:* Local children encouraged to meet the sheep at Something in 'Common' – The Dartmoor Sheep Gather, held on the 3rd November 2018.

(dd/mm/year)

Update



## 2. Innovation exchanges – Cross Visits

Following the innovation selection workshop (2 February 2018) two LAs proved to be of particular interest:

- The Burren (Ireland). In this LA it is the development results based schemes and the promotion of farming to local and wider audiences that are of particular interest. Exchange visits have resulted in a better understanding of each LA's innovations and their relevance to Dartmoor and include: John Waldon to the Burren Winterage School, in October 2016, farmers visiting from the Blackstairs Mountains in July 2017, three farmers from Dartmoor attending the Winterage School in October 2017 and a visit by a group from the Burren in November 2018. In January 2019 one farmer is visiting Ireland, including The Burren to gather information on results based schemes.
- Dalsland (Sweden). A group from Dartmoor visited the Swedish LA in June 2018. The participants in the visit were particularly interested in a range of innovations (mobile abattoirs, direct selling and valuing scheme delivery). Also the issue of and the drivers for returning abandoned land back into HNV farmland (meadows) proved to be of considerable interest.

And there has been considerable interchange between Dartmoor and other areas within the UK.

- South Wales (UK). The exchange between farmers from South Wales and Dartmoor is due in part to both areas having considerable areas of common land. A farmer and Dartmoor's local coordinator visited Wales in February 2018 to provide presentations on two of Dartmoor's innovations: Dartmoor Farming Futures and Fire Control Plans. In July 2018 farmers from south Wales visited Dartmoor.
- Six farmers from Dartmoor visited the Cholderton Estate, Hampshire to view alternative forage crops. The estate is nationally important for its biodiversity and innovative approach to legumes as the principal forage crop.

A visit to Bad Hindelang, Germany was investigated but had to be abandoned due to the potential hosts' existing commitments.



| Cross LA visits |                     |                             |                    |
|-----------------|---------------------|-----------------------------|--------------------|
| date            | location            | theme                       | no of participants |
| 27/10/2016      | The Burren, Ireland | attend winterage school     | 1                  |
| 26/10/2017      | The Burren, Ireland | attend winterage school     | 3                  |
| 03/02/2018      | South Wales         | presentation on innovations | 3                  |
| 23/05/2018      | South Wales         | presentation on innovations | 3                  |
| 06/06/2018      | Dalsland, Sweden    | visit LA                    | 5                  |
| 26/09/2018      | Cholderton, UK      | alternative forage crops    | 8                  |
| 07/01/2019      | The Burren, Ireland | results based schemes       | 1                  |
|                 |                     | total participants          | 24                 |

## 2.1 Visit Report(s)

### Visit to Dalsland, Sweden in June 2018

In June 2018 a group of five from Dartmoor visited the Swedish LA – Dalsland. Visits to five farms and the opportunity to speak directly to farmers enabled a significant exchange of ideas and views. In addition to those innovations identified prior to the visit the issue of returning abandoned farmland (re-wilded) to productive meadows of HNV quality proved to be of considerable interest to the visiting farmers. A full report of the visit is available at:

The Dartmoor delegation comprised of Gwyn Jones & John Waldon (EFNCP), Ally Kohler (Director Dartmoor National Park authority), Russell Ashford and David Mudge (farmers).





*Right:* The importance of an advisory service became very apparent.

*Left:* re-establishing grazing using innovative stock ownership.

During a fascinating visit it became apparent that not all the drivers for the restoration of HNV farmland are financial. Farmers and others spoke frequently about wanting an open landscape; a landscape that enables the lakes and features to be seen and appreciated. This is stressed in the ambitions of the farming community around the lake of Hillingsäter, see: [https://www.youtube.com/watch?time\\_continue=25&v=5ux0Z0bUydM](https://www.youtube.com/watch?time_continue=25&v=5ux0Z0bUydM) and more recently in a group of farmers restoring grazing to a small hill top with archaeological features to enable access to the local community and to provide an open landscape for the features to be appreciated by the village community of Bullaren.

However in addition to the drivers the role of advice and access to financial measures are essential for the successful completion of the restoration of pasture. The support and guidance provided by agricultural and ecological advisers appears critical to both sustain farmer led



proposals and to encourage other farmers to adopt a similar approach. The design and application of Facilitation of Collaborative Land Use Management (FOCLUM) is an innovation that appears to already producing benefits for farmers, the local community and the environment (including HNV farmland).

FOCLUM and the associated land use planning tool FOCLUM – LUP (Land Use Plan) are well described in the innovations report for Dalsland; [http://www.hnmlink.eu/download/SE\\_Dalsland\\_INNOVATIONREPORT.pdf](http://www.hnmlink.eu/download/SE_Dalsland_INNOVATIONREPORT.pdf)

Those aspects of this approach that are particularly relevant to HNV farming in the UK are:

- Community engagement that places the farmer in the centre.
- Provides a collective approach that provides confidence to the farmer that his or her actions are acceptable to a wider community.
- Provides a clear ambition or outcome for the area including other public benefits in addition to the ecological targets.
- There is a long term objective necessary for farming.
- The role of an adviser and/or facilitator (both probably provided by the same person) is critical.
- Enables funding opportunities to be considered.
- It's a relatively simple process.

Other interesting innovations included:

One farmer renting cattle to other farmers to enable them to manage HNV pasture.

The use of chickens to clean fields of harmful pests after grazing by sheep.

The full report of the cross visit can be viewed at: [http://www.hnmlink.eu/download/Report\\_DM\\_visit\\_Dalsland\\_SE\\_June2018.pdf](http://www.hnmlink.eu/download/Report_DM_visit_Dalsland_SE_June2018.pdf)



Visits to Wales, UK



Tracy May presents Dartmoor Farming Futures to a farming conference held on 13th February 2018 in Torfaen, Wales.

Other visits within the UK



Left: Farmer Henry Edmunds explains the benefits of legumes during a visit to Cholderton, Hampshire 26 September 2018.

Six farmers from Dartmoor visited this biodiversity rich farm to learn more about alternative forage crops that could help in prolonged periods of draught as witnessed in 2018.

**2.2 A Host Report(s)**

Dartmoor has hosted visits from Ireland and Wales.





| Visits to Dartmoor LA        |                      |                             |                    |
|------------------------------|----------------------|-----------------------------|--------------------|
| date                         | from                 | theme                       | no of participants |
| Jul-17                       | Blackstairs, Ireland | DFF                         | 5                  |
| 11-Jul-18                    | South Wales, UK      | DFF & fire plans            | 13                 |
| 03-Nov-18                    | Burren, Ireland      | marketing, DFF & Fire plans | 8                  |
| total participating visitors |                      |                             | 26                 |

Left: visiting Welsh farmers receive a briefing from local farmers and Devon Fire Service.



Left: Two Dartmoor farmers explaining a latest meat marketing initiative to the farmers visiting from the Burren in November 2018



### 2.3 Next steps and follow-up activities?

| Date       |   |
|------------|---|
| 07/01/2019 | <p>The multiple visits between The Burren and Dartmoor will continue. Farmer interest in developing initiatives similar to The Winterage School have begun on Dartmoor and there will be further contact as and when these individual initiatives are developed.</p> <p>The Dartmoor Farming Futures and The Vision innovations are proving to be of considerable interest to government staff responsible for designing the agricultural support mechanism to replace that provided by the CAP. As the process of designing and trialling the proposed ELMS in the UK progresses the lessons learnt in other LAs will be of particular relevance, especially the results based approach developed within the Burren.</p> <p>In February 2019 James Moran from The Burren will contribute to a workshop, to be held on Dartmoor, for Government officials and farmers. The event is designed to investigate the practicality and suitability of various ideas promoting the public support for public benefits.</p> |



|            |   |
|------------|---|
| 19/02/2019 | One Dartmoor farmer sent to Ireland to explore learning from results based trials. Her report and a presentation by James Moran at the Dartmoor Regional Meeting identified the next steps for DFF.   |
| 19/02/2019 | <p>An important element of the work has been to take advantage of opportunities to promote some of the Dartmoor good practice in other parts of the UK. John Waldon, the LA local coordinator, and someone involved in many of the innovations, has spoken to a number of farmers' groups in Wales.</p> <p>Since the project started, the desire of most of the UK administrations to pursue a more outcome-focussed post-Brexit has sharpened the need for knowledge sharing with Dartmoor and other LAs. Applications are being submitted for a Wales-Scotland project to look at outcome-based approaches on common land (à la Dartmoor and the Irish Hen Harrier Project) and on inbye grasslands (à la Burren and Irish RBAPS measures).</p> |



## 2. LA regional/national meeting(s)

Many opportunities to promote HNV farming, the work of the HNV-LINK initiative and to highlight the various innovations that have arisen on Dartmoor have presented themselves. Local farmers and the LA coordinator have participated in events, organised and held by others, to present the findings of the innovation review and to report on the knowledge exchange following the inter-LA visits and other information exchanges.

On Dartmoor the farming calendar contains many local and regional events that offer the opportunity to promote the HNV-LINK work. Amongst events held in 2018 were the Farmers Forum held in October and the Dartmoor National Park Plan of which the annual meeting took place in February 2019.

The final Regional Meeting was held on 15<sup>th</sup> February 2019 and was used to focus on future UK agricultural policy and its relevance to Dartmoor. It was also an opportunity to provide an HNV – LINK update and to explore what happens next to promoting High Nature Value farming on Dartmoor, focusing on the development of one of the innovations – Dartmoor Farming Futures (DFF).

The decision to delay the Regional Meeting was in part to provide the opportunity to respond to the UK's Government's announcement regarding the future support structure for the UK's farmers following the UK's departure from the EU. To address this the government department, with overall responsibility for environmental and agricultural matters, Defra has established a Test and Trials approach to steer the development of the proposed Environment Land Management system (ELM). The Government's stated ambition is to reward farmers for their delivery of land management that delivers public benefits, to be outcome led and non-prescriptive. This mirrors the ambition and design of DFF.

Dartmoor Farming Futures (DFF) one of the Learning Area's (LA) innovations featured within the HNV-LINK initiative has recently been selected as one of the Test and Trials. The Regional Meeting provided an opportunity to influence government thinking and promote the important role of innovation. The Regional Meeting focused on DFF and on what it might contribute to the development of the ELM system. Another innovation – The Moorland Vision – has also been influential in the initial development of the ELM system. The



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eventual design of the application process is likely to be plan led. A local plan fitting within a wider area plan that identifies a set of priorities for delivery.

*Left – the workshop generated many ideas and potential solutions.*



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### 3. Dissemination & communication activities:

*In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.*

*This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?*

*Three levels of dissemination:*

*Local/regional Actors – directly involved in the innovations transfers – grassroots*

*AKIS – go back to the AKIS*

*Broader Audience –*

On Dartmoor the various innovations will continue to provide benefits to farmers and land management. Specific innovations, particularly the Moorland Vision and Dartmoor Farming futures are now recognised as issues of interest during the UK Government's intention to develop a new land management system (ELM). A Test & Trials programme will operate till 2021 and Dartmoor will be one of the areas contributing to the system's development.

Dissemination of the benefits from certain innovations will continue. Future events and visits from other groups of farmers from throughout the UK and Ireland are likely to continue.

A proposed visit from the Swedish LA is in development. It is intended to use their experience of providing advice to guide HNV farming and secure important land use changes as the focus of a wider debate around the provision of advice to farmers. At present there is no public advisory service and there is little support for such provision in the future. This will be a significant issue and one that has the potential to support HNV farming.



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## 4. Conclusion: Strategic Innovation Brokerage to support HNVf

*At the end of the Using Phase, a short questionnaire will be sent to all LA coordinators and will be followed by bilateral interviews with WP4 leader, to harvest their experience as “innovation brokers “ for HNV area and assess the usefulness of the methodology proposed by HNV-Link network. These exchanges will be used to build the conclusion of the Action Plan.*  
*Possibility of Cross Reviews ?*

In 2019 farming in the UK faces a very uncertain future, this is particularly true for HNV farming. The UK Government’s stated aim is to have in place a system of land management that rewards environmental gain and the correct management of a wide suite of public goods and benefits, including we hope HNV farmland. The scope of these public goods was set out in the Government’s 25 year environment plan (January 2018) and will be delivered by ELM, a new land management system. The design of the ELM system has started and already innovations featured within the HNV-LINK initiative have influenced this design. It is intended to continue to influence the design of ELM by participating in the Test & Trial program (confirmed in February 2019) and by promoting to Government the importance of innovation during this design stage and during the anticipated piloting stage from 2021.

The learning and collaboration demonstrated by the HNV –LINK will continue to provide the network for accessing experience from other LAs and other farming areas. For example a Payment by Results based approach is likely to be a core element of ELMs. The learning particularly from the Irish LA and elsewhere in Ireland has already been presented to Defra, the UK Government department with responsibility for developing the ELM system. Influencing by example and innovation will be essential and is intended to continue during the design and piloting phase (2019 to 2025). However funding the exchange visits may be a challenge although an application to the funding available for the Test & Trial program.



### ELM's guiding themes

- Voluntary – a meaningful income stream, alongside commercial sources, for land managers who choose to deliver environmental benefits
- Flexible approach – to delivering local and national priorities, multi annual contracts
- Putting land managers in control – the ability to choose which outcomes they deliver and how they do so
- Accessible to land managers who can and want to deliver environmental benefits
- The inclusion of innovative mechanisms to measure and value outcomes

Left: an example of the need for innovation being recognised within the new land management system (ELM).

The role of facilitation and advice to guide and encourage innovation has been an important finding from both the cross visits, especially to Dalsland, Sweden. Promoting the need for a free (or easily accessible) advisory service remains a key ambition within the Dartmoor LA as it does on all farmland in the UK. The work started within the HNV – LINK project will continue and processes to enable further exchange visits are being explored to continue the connections established by the HNV – LINK network.

Within the LA innovation will continue to be encouraged and facilitated by the DNPA, the Dartmoor Commoners' Council and the Dartmoor Hill Farm Project (DHFP). This later organisation is itself a successful farmer led initiative (and innovation) that has secured external funding to continue for the next three years and is attempting to become sustainable in the longer term. It is proposed that the DHFP will continue work started within HNV-LINK.

