



## A VISION FOR FARMING AND THE ENVIRONMENT IN THE 'NORTHERN UPLAND CHAIN'

The Vision:

***Producing locally-distinctive, high-quality food in a way that delivers an outstanding range of public benefits, so as to secure the long-term economic viability of High Nature Value farming in the Northern Upland Chain.***

The implementation of this approach to be based on a series of principles:

1. **Collaborative** – harnessing the skills, local knowledge and know-how of 'High Nature Value' farmers, and with those farmers playing a role in the design, implementation and monitoring of public funding agreements;
2. **Public money for public benefits** – with support focused on environmental management and enhancements that are not otherwise rewarded by the market.
3. **Deliver multiple benefits** – to reflect the full range of public benefits that High Nature Value' farmers in the LNP could provide, including:
  - a. Landscape character
  - b. Biodiversity
  - c. Carbon storage
  - d. Clean water supply
  - e. Water flow and natural flood management
  - f. Cultural heritage and historical features
  - g. Soil management and controlling erosion
  - h. Genetic diversity
  - i. Geodiversity
  - j. Access and recreation

4. **Outcomes-based** – with farmers rewarded for what they achieve rather than for following detailed prescriptions.
5. **Locally-designed** – so that support is targeted on the particular habitats, species and other public benefits that the Northern Upland Chain provides;
6. **Locally-delivered** – so that advice and support is: accessible; responsive to local conditions; and provides continuity to manage multi-year agreements effectively.
7. **On a landscape-scale** – so that support is available to farmers across the whole of the Northern Upland Chain, not just the nationally-designated wildlife sites;
8. **Fairly rewarded** – no reduction in the total level of public funding support available (i.e. combine the payments provided through ‘Pillar 1’ and Pillar 2 in a new scheme).
9. **Retain land in management** – optimising public benefits and restoring natural resources like soil, pollinators and water to support farming in the long-term;
10. **Public access and engagement** – providing on-farm opportunities for the public to experience and understand the role that High Nature Value farming plays in managing the LNP’s nationally-important landscapes.
11. **Evidence-based** – ensuring that the results are understood and used to inform management.
12. **Transparent** - with local public reporting of progress against agreed outcomes.
13. **Proportionate** – as far as possible ‘light touch’, easy to understand and to sign up to, with reasonable flexibility on measurement and reporting.
14. **Multi-year agreements** - with the length of agreements related to the range and scale of the outcomes being delivered (e.g. long-term agreements for complex landscape-scale delivery on areas such as commons).
15. **Integrated with other funding:**
  - a. provide opportunities for private sector investment to supplement public funding where there are business or CSR benefits;
  - b. farm business advice that is tailored to the uplands and focuses on improving business *margins* and environmental sustainability;
  - c. support for apprenticeship/skills programmes to ensure there is local skilled labour needed to deliver multiple public benefits;
  - d. support for high standards of farm animal welfare;
  - e. innovation to improve both upland farm business margins and the ‘efficiency’ with which land management activity delivers public benefits.