

Farmer Clusters: Trendy gimmick or a sustainable solution?

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Is landscape scale management the best way to improve soil, water & biodiversity?



How do we measure success?



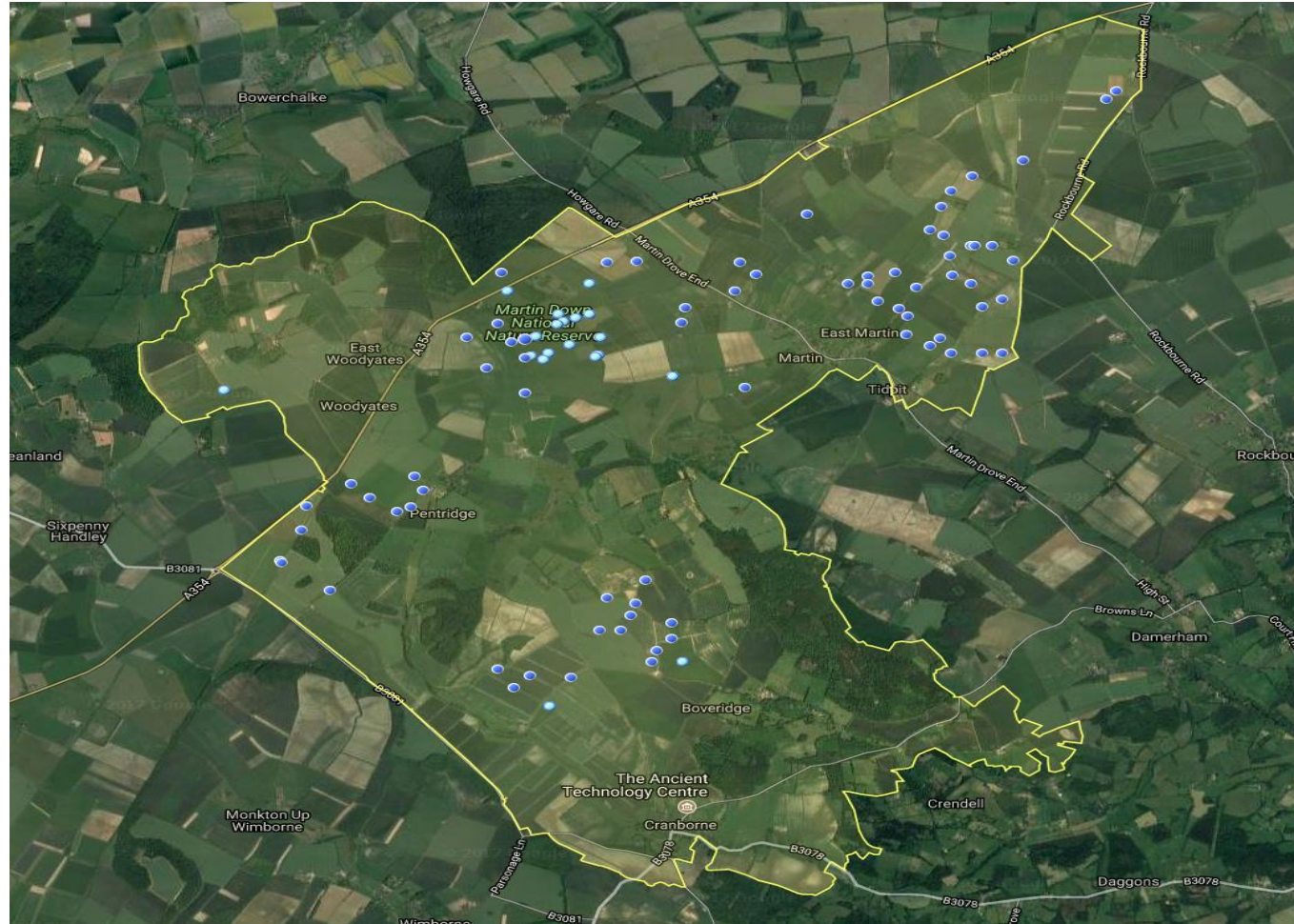
Surveying/monitoring across the facilitated groups – will it give us quality data?



Corn Bunting: only 2 records in last 10 years – both on Martin Down NNR



2017 survey: 94 Corn Bunting records – 76 of which were on farmland



Arable flora data from one farm within a cluster

- No records at all for any arable flora on the farm
- 2017 survey = farm is of national importance for arable flora
- Farm HLS agreement just expired, so currently entering a new Higher Tier agreement
- Including cultivated margins and conservation headlands for the first time



Farmers surveying their own farms – here checking a Hedgehog tunnel



Success!

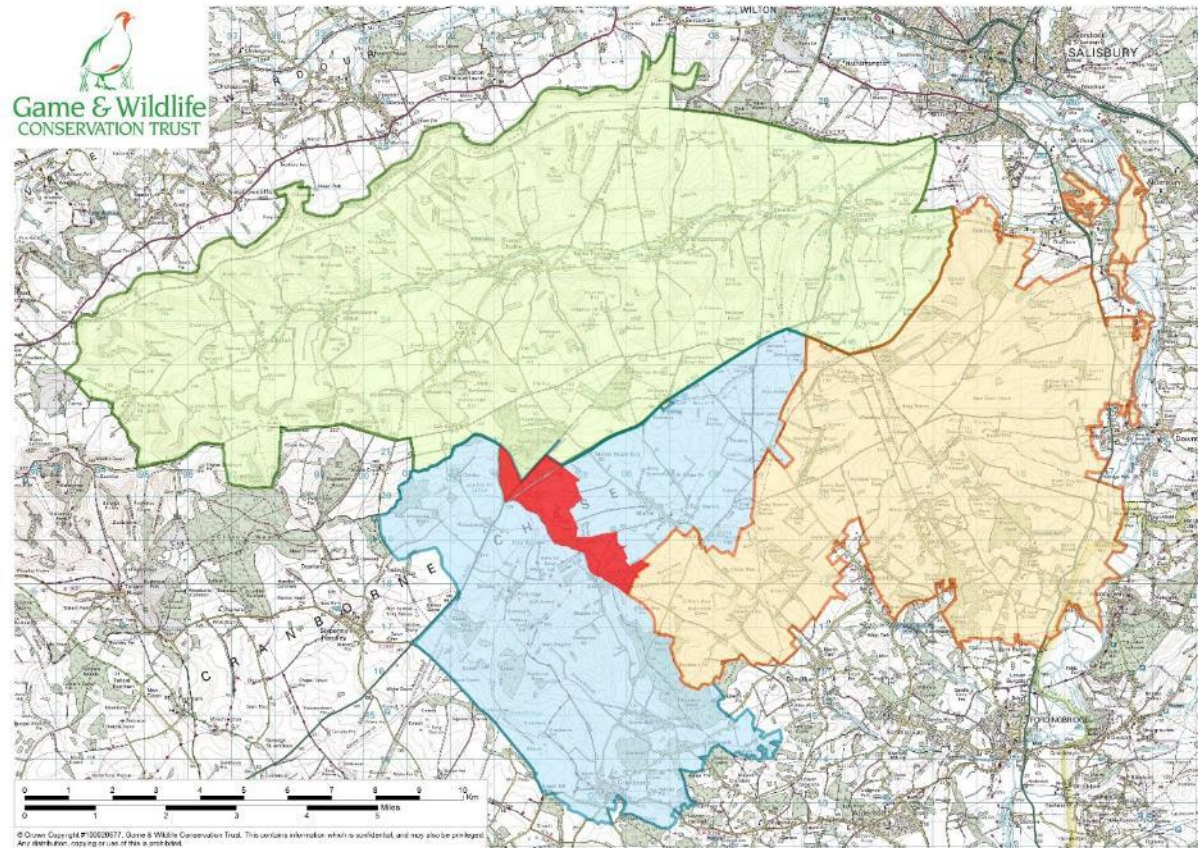


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Emphasising the “bottom-up” nature of working alongside farmers – creating trust



The “Super 3 farmer cluster” surrounding Martin Down NNR – 45 farmers covering 23,000 hectares



Short-termism



"We need to end short-termism... at least until next week"



How do we evaluate the contact we have with the public?



I believe landscape scale delivery is a sustainable solution – but we need to be able to prove it!

