



# **A Strategic Perspective**

**Jilly Hall**

**RDPE Network Workshop**  
**8<sup>th</sup> July 2010**

# 10 minutes to;-

- Provide an overview of Natural England's involvement in RDPE
- Consider the policy guidance that encourages integration between axes
- Provide some regional experience of good practice for RDPE projects
- Stimulate energetic discussion .....!



**Natural England – For people, for places, for nature**

## **Government adviser on the natural environment**

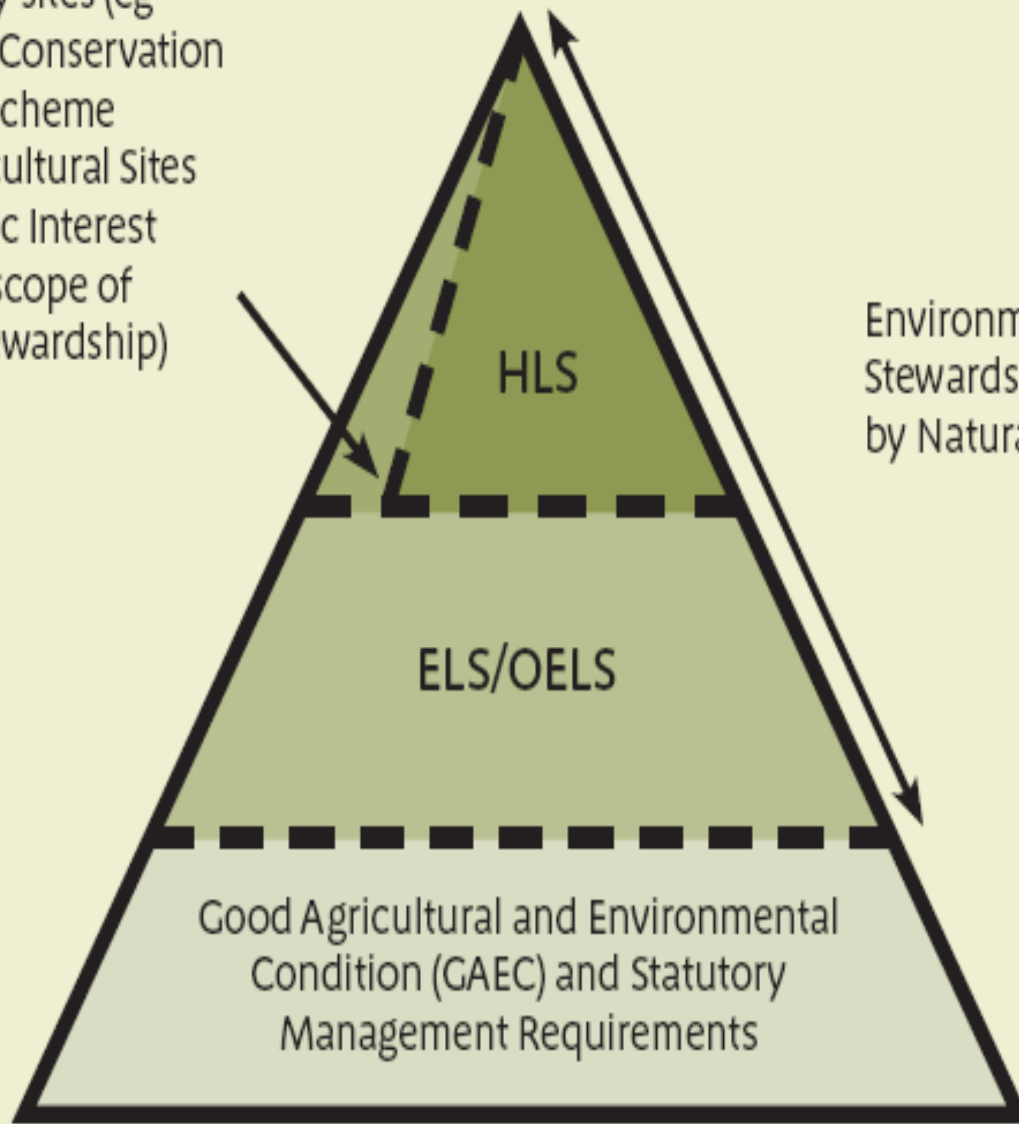
- Manage agri-environment schemes
- Increase opportunities to enjoy the natural world
- Reverse the decline of biodiversity (NNRs and SSSIs)
- Support positive landscape appreciation and investment

# **We spend ~ 80% of the RDPE**

- Axis 2 - £400 million each year
- 65% of land area covered by schemes
  - Payment by degree of effort

# Environmental Stewardship in the wider context

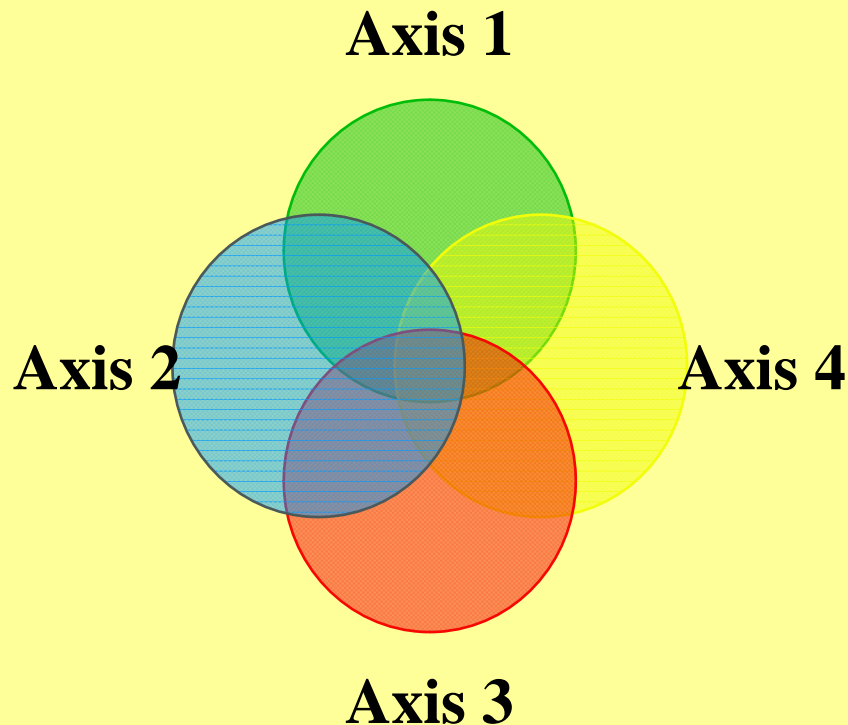
Grants to statutory sites (eg Natural England's Conservation & Enhancement Scheme (CES) on non-agricultural Sites of Special Scientific Interest (SSSI) outside the scope of Environmental Stewardship)



Environmental Stewardship managed by Natural England

Single Payment Scheme managed by Defra and the Rural Payments Agency

# The need for integration



- Bringing together strands of funding
- Achieving multiple objectives
- Win: Win: Win: Win
- Strategic requirement of the RDPE
- So - time for a game!

# **Council Regulation 1974 / 2006 Implementing EAFRD**

**Article 5 – content of rural development programmes.**

The section justifying the priorities emphasises ....“ the expected impacts of **the synergies between axes and measures and how integrated actions across them can contribute positive externalities and win-win situations.**”

# Community Strategic Guidelines

**Guideline 3.5** – Ensuring consistency in programming

“In working out their national strategies, Member States **should ensure that synergies between and within the axes are maximised**”

# UK Rural Development National Strategy Plan

“A key aim of the UK programmes is to **maximise synergies** between the three main objectives of the Rural Development Regulation.”

# England Rural Development National Strategy Plan

“An **Integrated**, sustainable development driven approach will be central to programme design and delivery”

# England Rural Development Programme 2007 - 2013

- “needs to ensure that the objectives of the programme are **fully integrated**”
- “The need for an **integrated** approach, that **delivers win-wins**”
- “delivery arrangements for the programme in England have also been designed to ensure that there is **maximum integration of objectives.**”

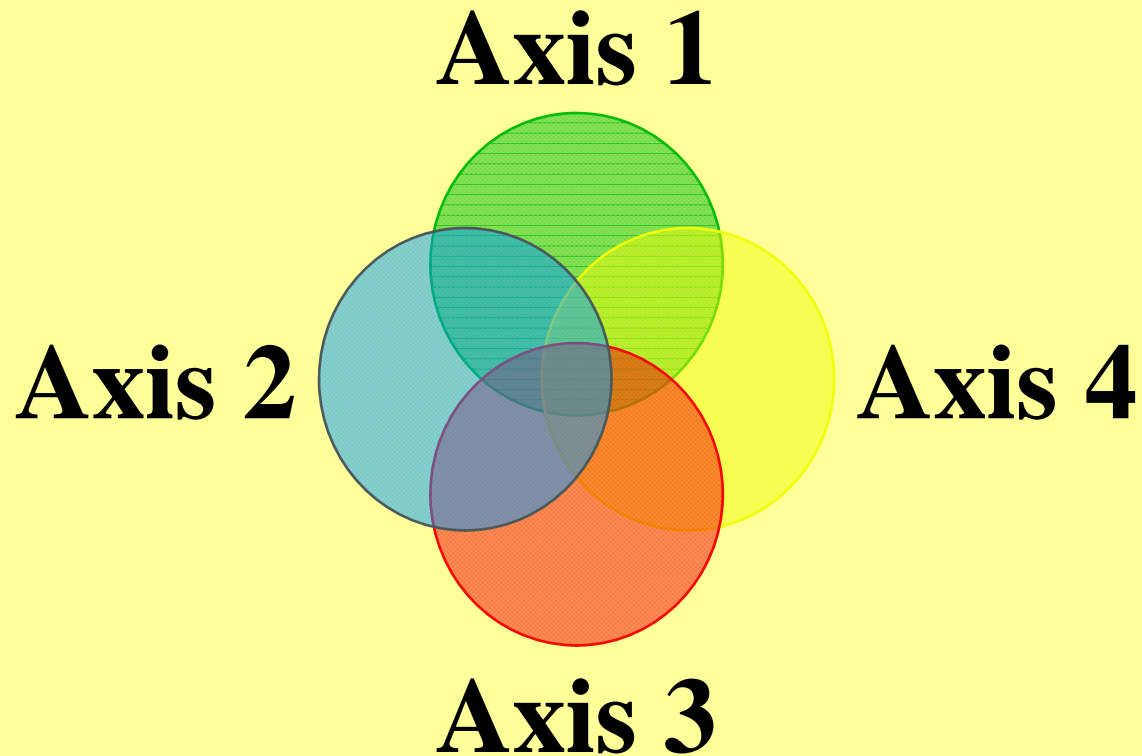
# England Rural Development Programme 2007 - 2013

- “Defra and its delivery partners are committed to **working together to ensure that the synergies both within the programme, and with other actions, are maximised.**”

# East of England: Regional Implementation Plan

4.4.6: **Integration across the axes** will be a focus of the Leader approach in the East of England.

# So – what IS integration?



# So – what IS integration?

- *“Always looking for a bit more”*
- *“Stepping out of my comfort zone”*
- *“Going the extra mile”*
- *“Talking to a few more people”*
- *“More than the sum of the parts”*
- *“Making the most of the opportunities we have”*

# So – what IS integration?

***“Never being satisfied  
with the minimum”***

A mind set

A way of thinking

..... and working

# What are the benefits of integration?

- Business benefits
- Can assist farmer-collaboration
- Sharing ideas
- Cost-savings
- New ideas – innovation & courage
- AES income supports new enterprises
- Value for money
- Great PR
- Evidence for Mid-Term Evaluation
- Ongoing political support for RDPE funding

# And the Barriers?

- Lack of time
- Greater cost
- Staff resources in EEDA, Natural England and Forestry Commission
- Farmer confusion
- Not all businesses are suitable
- **Aim in the East of England to have**
  - 10 - 12 projects identified each year
  - 5- 6 applications
  - 2-3 successful projects

# Turning Strategic Guidance into “Best Practice”

1. Mindset
2. Build contacts and trust through reciprocity and social learning
3. Encourage staff to develop good farmer skills
4. Quick wins to gain impetus
5. Don't underestimate either
  1. The time required
  2. The unforeseeable spin-off benefits

# Please don't hesitate to ask questions!

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