



NEW LAND MANAGERS : THE POTENTIAL ROLE OF NON- FARMERS IN PUBLIC GOODS PROVISIONING IN THE UK

PhD Symposium

02/07/2021

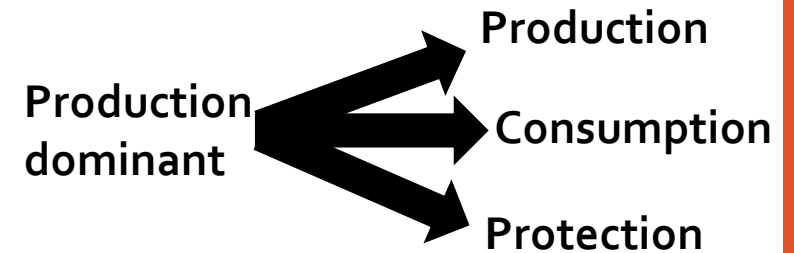
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The Multifunctional Rural Transition



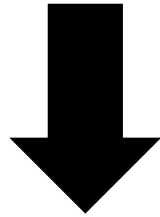
- *Agriculture Intensification*
 - increased productivity BUT...
- *Increasing demand for environmental protection*
 - agri-environmental schemes
 - purchase of land for conservation
- *Increased demand for amenity use of rural land*
 - growing middle class
 - increased mobility and access to countryside



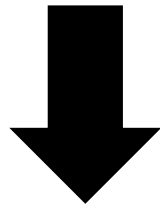
(Holmes, 2006)

Why is now a pivotal moment?

Brexit



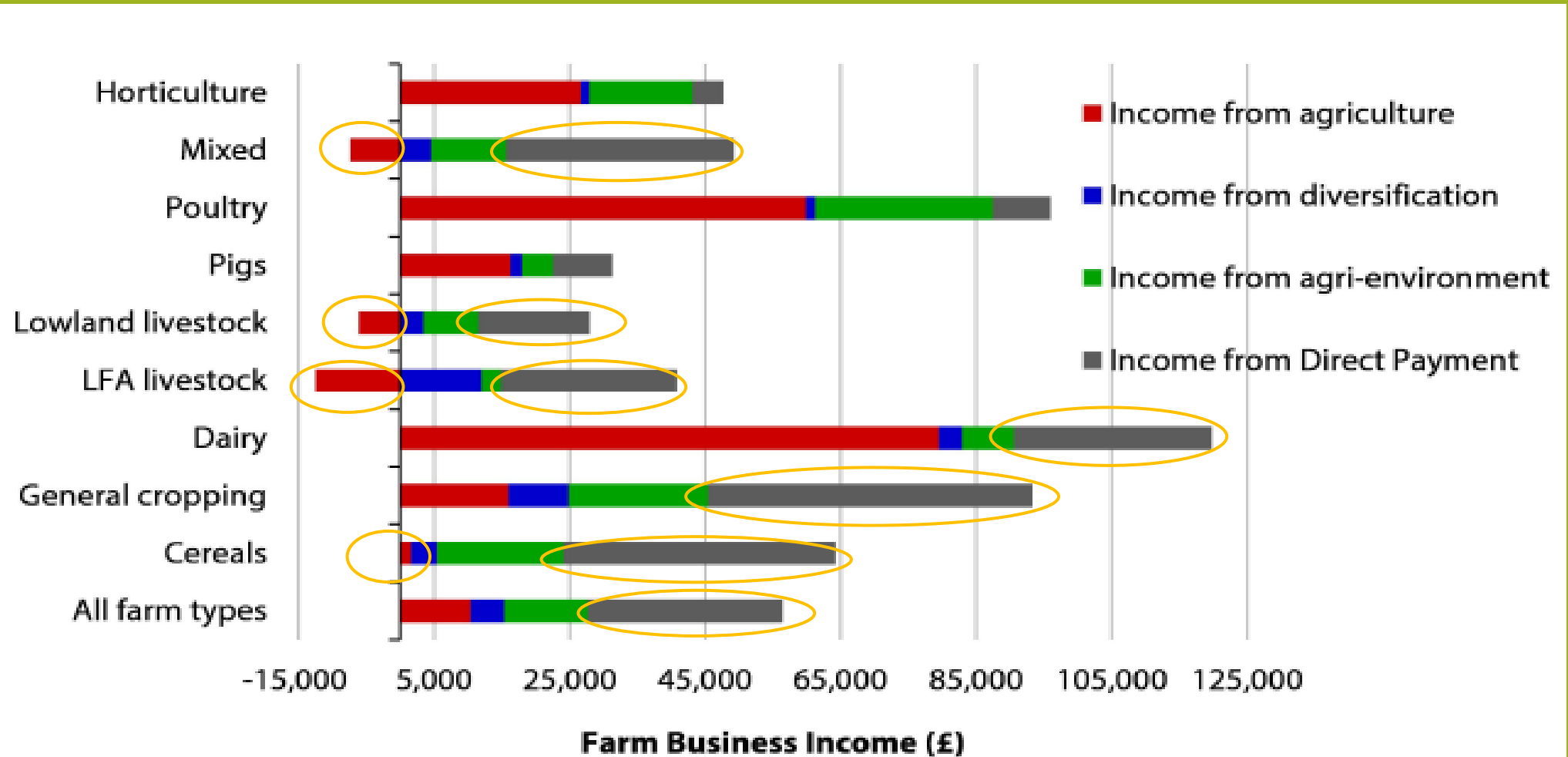
- *Departure from EU's Common Agricultural Policy*



- *Environmental Land Management scheme (ELMs)*
 - "Public Money for Public Goods"
 - phasing out of Basic Payment Scheme



Figure 2.4. Farm business income by farm type and source, England (2017/18)



Source: Defra (2018) Farm Business Survey for England. CCC analysis.

The Impacts of Brexit

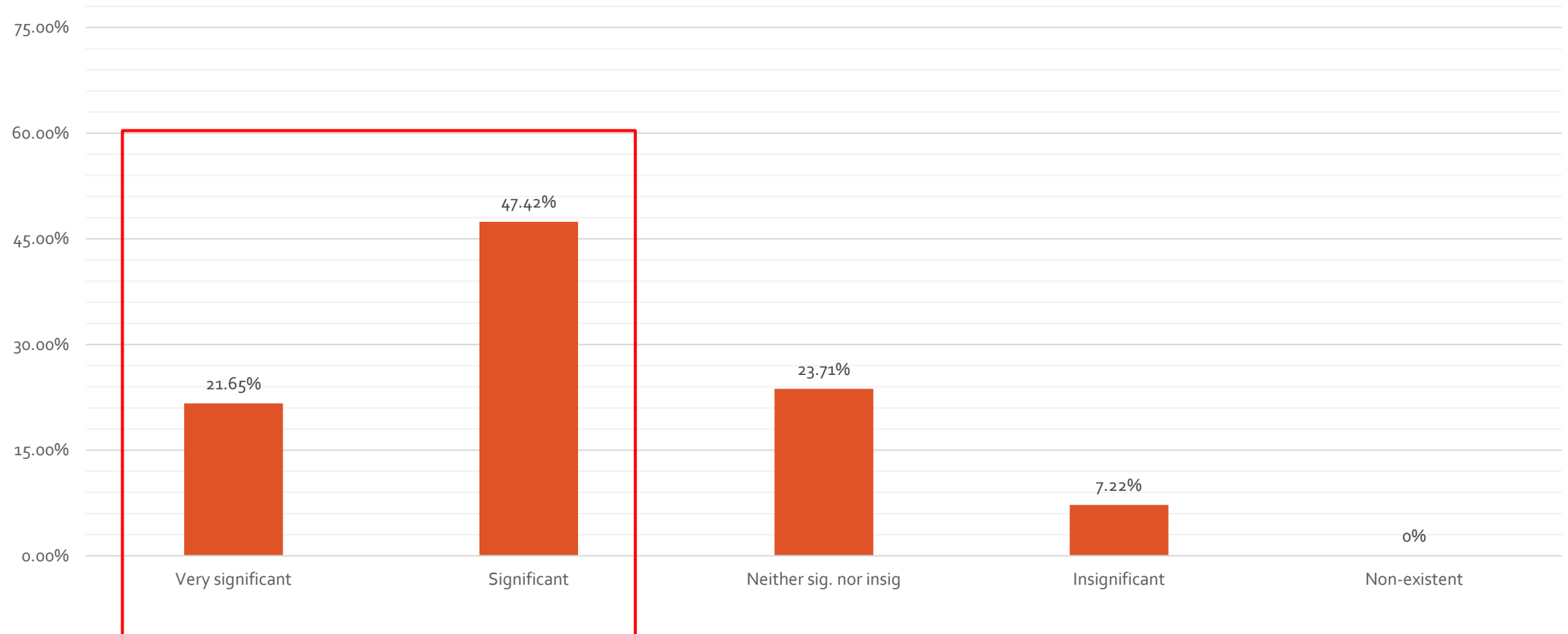


- *Departure from EU's Common Agricultural Policy (CAP)*
 - What will happen to marginal farms kept afloat by CAP's direct payments?

- *Environmental Land Management scheme (ELM)*
 - Will not offer the same support as the CAP
 - Increased presence of lifestyle/non-farming landholders

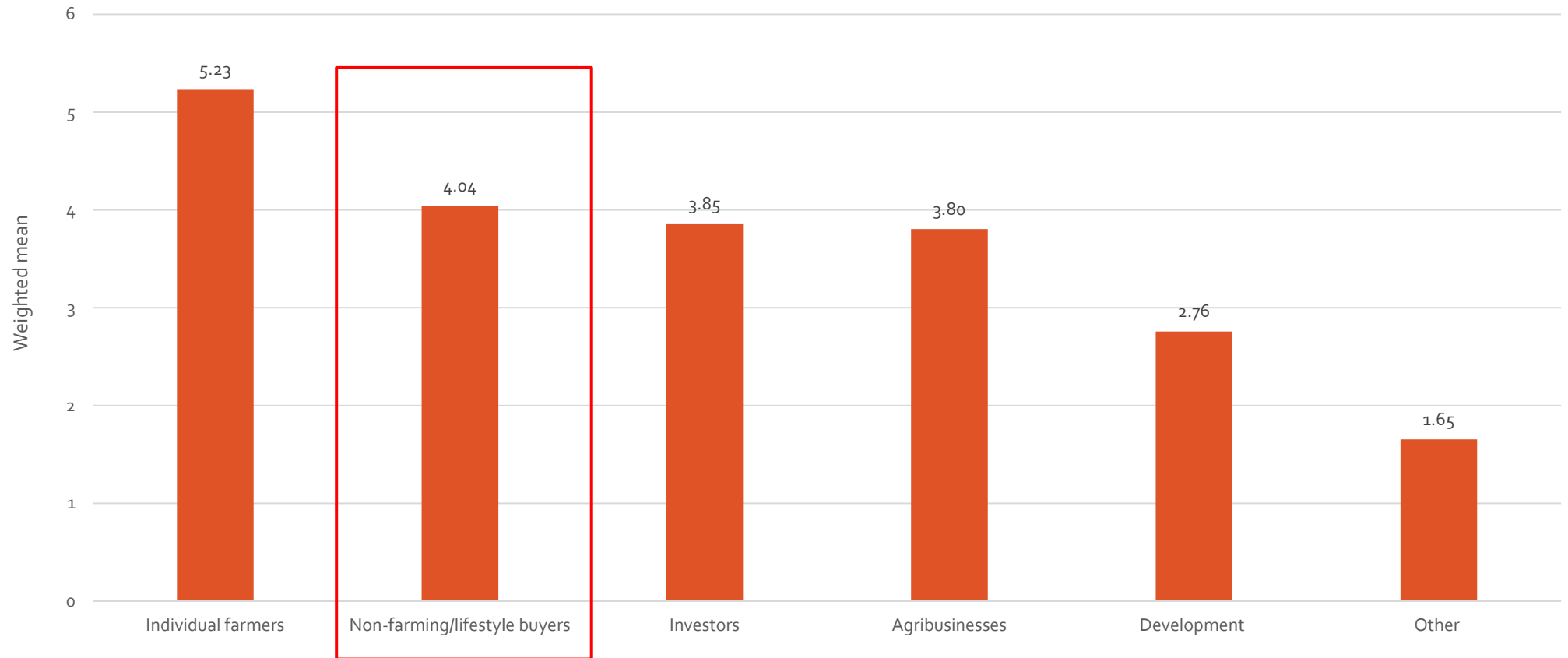
Research survey of CAAV members

Assessing the significance of non-farming/lifestyle purchases in respondent's area over the last 10 years



97 responses

Ranking the biggest purchasers over the past 10 years by category



98 responses

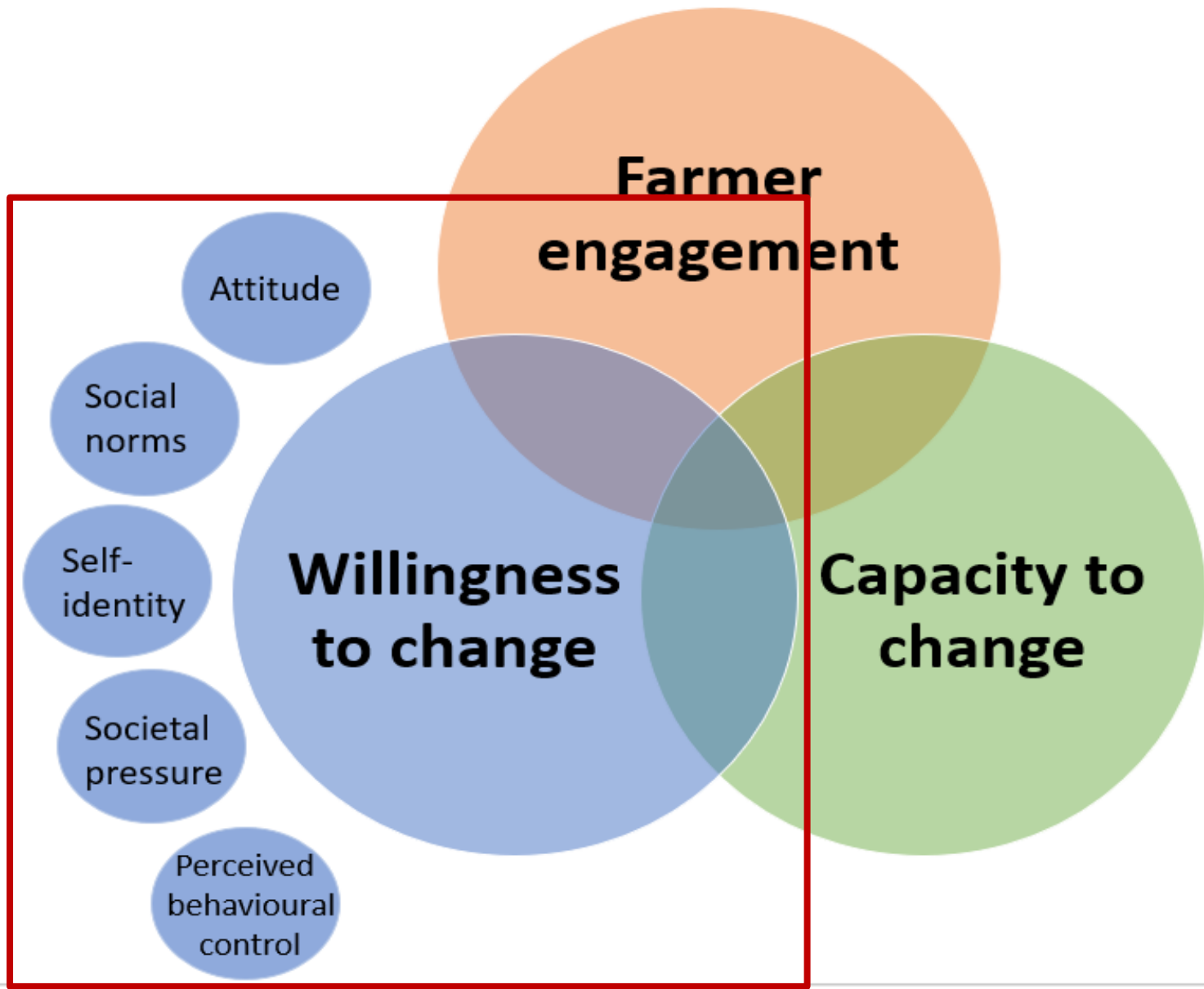
Who should deliver public goods?



- *Broadening the spectrum of public goods providers*
- *Policies need to account for changing rural demographic, or else:*
 - missed opportunity to further promote public goods
 - unable to balance DEFRA's two goal of productivity and public goods
- *Challenges for effective policy engagement*
 - policies that align with practices and motivation
 - Shifting the idea of "good farming" to be more conservation centred

How should landholders be incentivized?

- *Past schemes utilised a behavioural approach*
 - Examined willingness to change



How should landholders be incentivized?

- *Past schemes utilised a behavioural approach*

- Examined willingness to change

- *Limited success in long term behavioural change*

- Incomplete information

- Ignores complex interactions between internal and external factors

- Value-action gap

- Less appropriate given the growing diversification of landholder motivations?



My research approach – the *who*, the *how*

Objective 1

Gain a deeper insight into shifting patterns of rural land occupancy

How?

Desk research

Survey + Interviews with the CAAV

Outputs

A better understanding of trends and drivers of rural land market in the coming years

Case study site selection

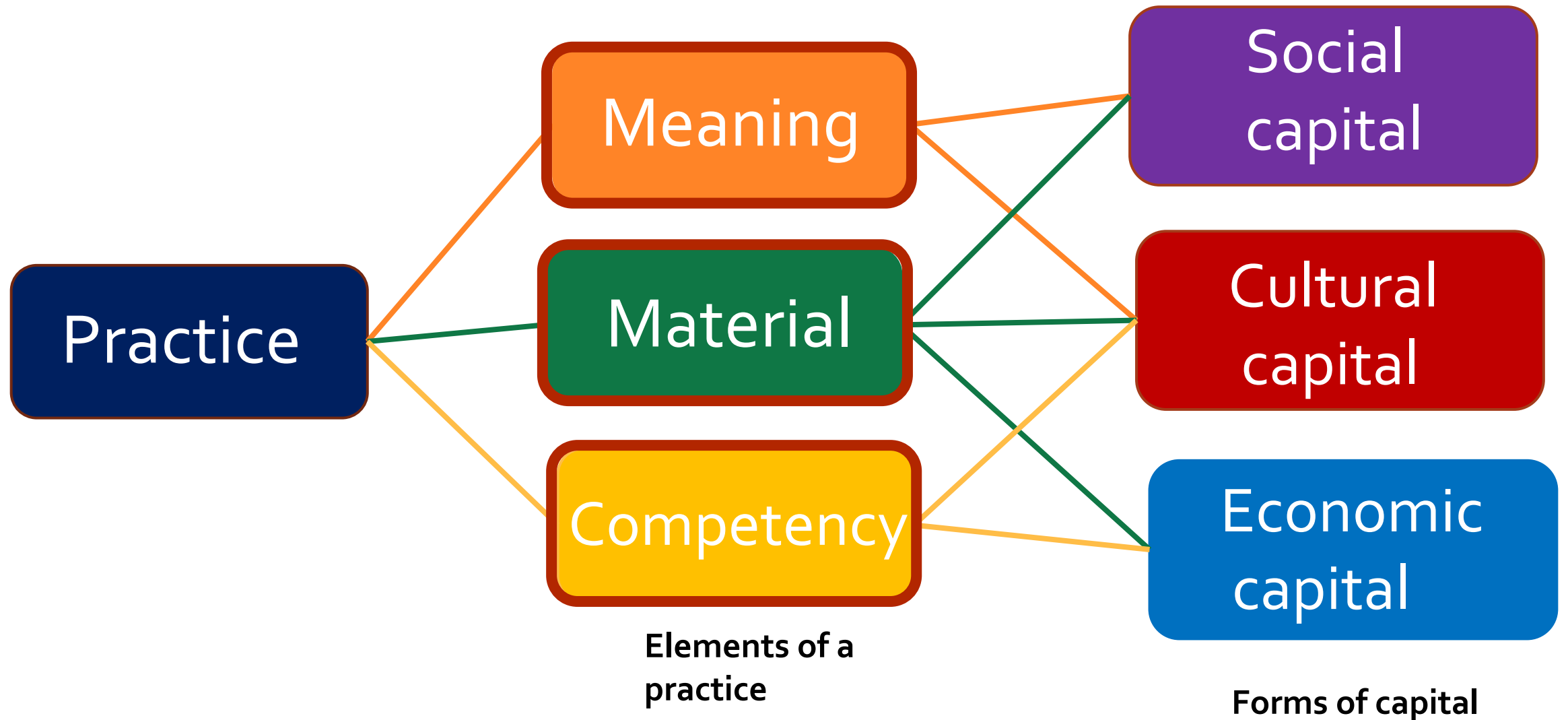
Objective 2

Explore the practices of land managers and how they differ amongst various groups

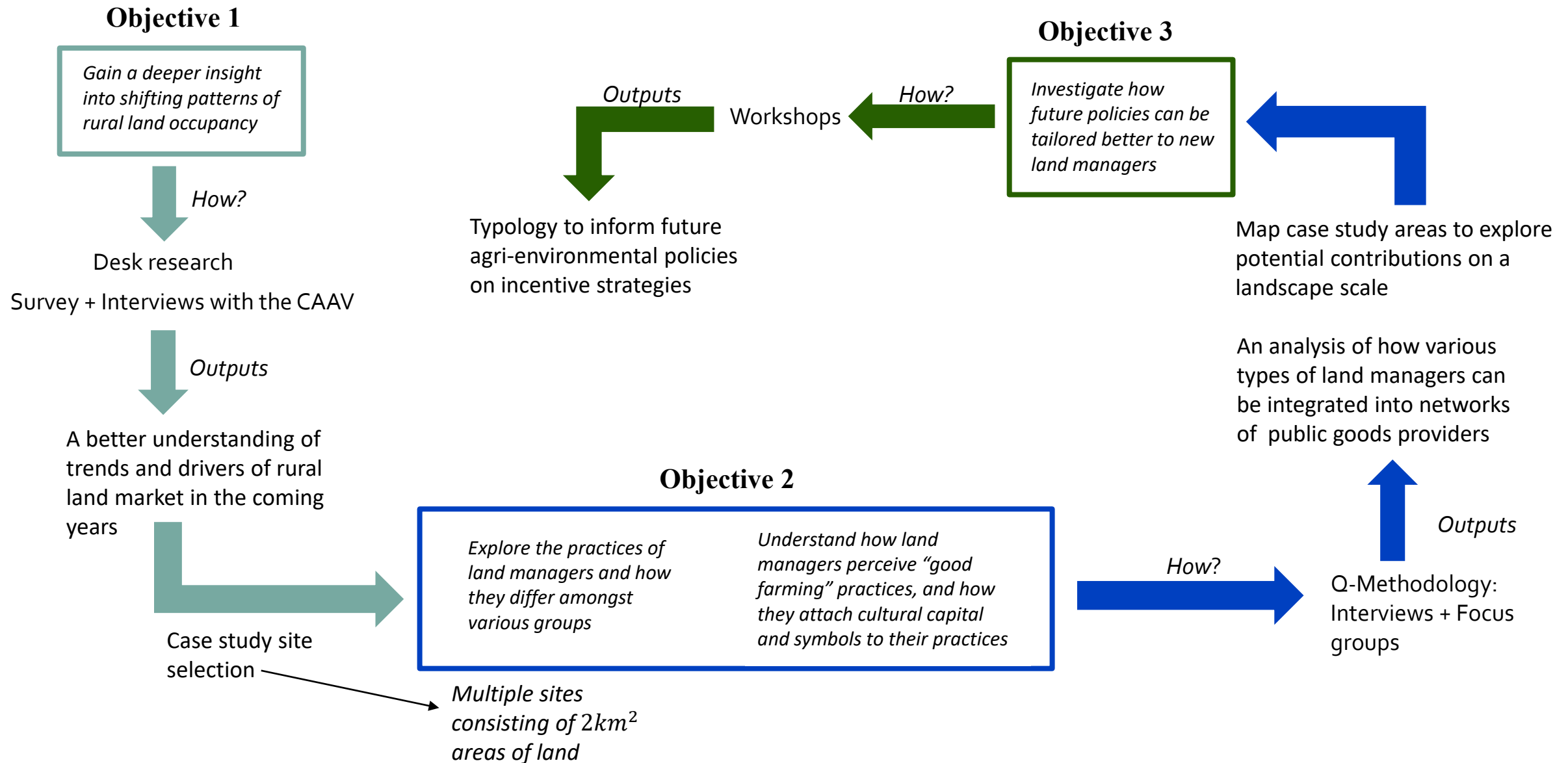
Understand how land managers perceive good farming practices, and how they attach cultural capital and symbols to their practices

Multiple sites consisting of 2km² areas of land

Theories of Practice and Theory of Capital

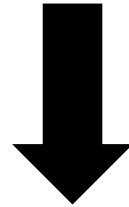


My research approach – the *who*, the *how*



Conclusion

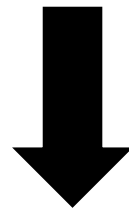
UK countryside: on the brink of significant change



What needs to be done?

Tailor schemes to suit growing diversity of landholders

Re-examine incentive strategies for participation



Outputs of my research

Insights into shifting patterns of land occupancy

How ELMs can effectively integrate a variety of landholders

Thank you

References and credits

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