

# Future Farming Resilience

Supporting Farmers through Agricultural Transition to  
Environmental Land Management schemes



# Programme Summary:

## Building on the success of Government funded programmes in Devon and Somerset:

- Expanded range of business support, advice and information services to over 2,600 farmers across the Great South West: 13.5% of England's agricultural land and 18.5% of farm holdings.
  
- Farmers attend:
  - Information Workshops
  - Specialist workshops
  - 121 support

Tailored to the needs of farmers on themes including: diversification, carbon reduction, innovation & agri-tech, succession planning and mental well-being, land management.



## Background: a journey to scale-up

- **The Pilot Phase (2020):** DCC awarded £50,000. Targeted 30 lowland-grazing farms across Mid Devon and East Devon.
- **The Interim Phase (2021-2022):** £730,000 across Heart of the South West. 736 farms, 65 information workshops & 20 specialist workshops; 358 farms 1-2-1 support.
- **Lessons learned:**
  - Demand - 75% farmers requested 1-2-1!
  - Successful Trading Standards Mental Wellbeing project incorporated.
  - Engagement with farming community: Trading Standards team attending regular markets and events; direct mail post cards; Growth Hub & new Farm landing page; and word of mouth.



# Why scale up Future Farming Resilience?

## A comprehensive and holistic approach!

**Landscape & community:** Small-medium family farm financial sustainability is critical to maintain a high quality landscape, rural economy and communities – if we get this wrong, we could lose our rural heritage and natural environment.

**Types of farm:** Targeting small-medium (5-50ha approx.) mixed lowland farms. Very low farm incomes, more reliant on direct payments for financial survival therefore particularly vulnerable to the changes. Upland support is provided by other organisations.

**Mental wellbeing:** Strategic events: EU Exit; Covid restrictions; increasing fuel and fertiliser prices. Isolation, workload & worry can diminish farmers' mental wellbeing. Evidence that farmers want to share and discuss similar challenges with support and tools available to build resilience and address change.

### **Knowledge Transfer and Opportunities:**

- Developing an innovation mindset – Devon Agri-Tech Accelerator.
- Preparing farmers to access funding & other opportunities.
- Digital Capabilities – removing barriers for farmers.
- Food – local markets & new opportunities



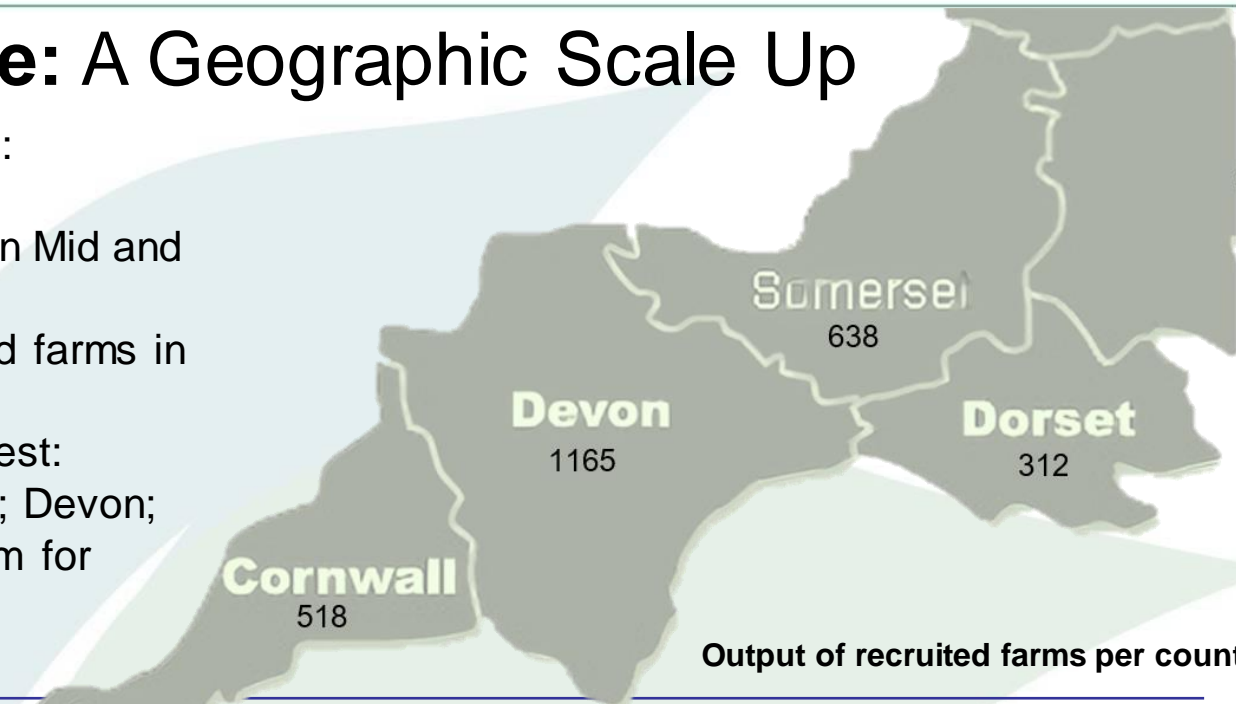
## Where: A Geographic Scale Up

Geography of previous phases:

**Pilot:** Lowland Grazing farms in Mid and East Devon.

**Interim:** Small – medium mixed farms in the Heart of South West.

**Scale Up:** The Great South West: Cornwall and the Isles of Scilly; Devon; Dorset & Somerset. Enthusiasm for inclusion in the programme.



Qualifying Holdings less National Park's and those supported by Princes Trust (Cornwall & IOS).

		7.5%	25%	Less 7.5% already supported on the interim phase
Devon Holdings	6660	500	1665	1165
Somerset Holdings	3646	273	911	638
Dorset Holdings (Estimate)	1250	/	312	312
Cornwall & IOS Holdings	2072	/	518	518
	<b>13628</b>	<b>773</b>	<b>3406</b>	<b>2633</b>

## What will support look like?

### Marketing and Engagement:

Postcards, markets & events, Growth Hubs, Business Information Point newsletter, stakeholder websites, social media, existing pipeline of farm businesses; word of mouth; Trading Standards

### Information workshops:

Mix of in person and online. Discuss all changes associated with agricultural transition and reduction of the basic payment scheme. Businesses will attend and be signposted to other forms of support to help prepare them for change: 121 and specialist workshops in this programme and other tools including Defra schemes and the Growth Hub.

### Specialist workshops (some in partnership with other orgs):

Tailored to demand: financial analysis & basic payment reduction calculation; business planning; soil management; productivity; diversification; carbon and innovation plans; farm succession; food hubs & producer groups; woodland creation; mental wellbeing; and digital support.

### One-to-one

Support will differ according to business need. Between 1 hour and 2 days specifically tailored to the farm. It could include direct support with anything covered in the specialist workshops.

**Heart of the South West  
Trading Standards Service**



**TORBAY  
COUNCIL**

# Trading Standards Farming Partnership (TSFP)

## What is the TSFP?

- A group of stakeholders from within the rural and farming community which is chaired by Heart of the South West Trading Standards Service which has been running for over 10 years.
- The group shares information and resources to best help and support the rural community.
- TSFP members engage regularly, a quarterly newsletter is sent to discuss and update each other on changes to legislation, current issues, available support and farming practices.
- Guest content and new members from relevant organisations are welcomed

# Who is in the Partnership?

Heart of the South West Trading Standards (Chair)

Devon and Somerset Police Force representatives – Rural crime units

Livestock auctioneers

Devon and Somerset Fire Service

Animal Plant and Health Agency vets (APHA)

Livestock hauliers

Farming Community Network (FCN)

Talkworks (NHS)

Yellow Wellies

National Farmers Union (NFU)

Agriculture Shows

and many others...

## TSFP and the Rural Support and Wellbeing Project (Commenced 2019)

### Aims of the Project;

- Raise and Improve Officer awareness of Mental Health and Wellbeing Issues and the Support available for rural businesses owners.
- Engaging with the Farming Community through e.g. Trading Standards Farming Partnership, Social Media etc
- Raise awareness of support services, networks within the farming community through webinars, Agriculture shows, workshops etc.
- Work with Future Farm resilience to host 38 workshops within Devon, Somerset, Dorset and Cornwall in the next 2 years

### Achievements to Date:

- Winners of CTSI Hero Award 2021 - Most Outstanding Project
- Runners up on the South West Trading standards awards - for best project (2022)
- 5 Webinars
- Stands at Agriculture shows – at Devon County Show we were named in top 10 stands that must be visited (2021)
- Stands at Livestock markets with FCN, Police and Future Farm Resilience raising awareness direct with farmers.
- Improved mental health support for Trading Standards Officers with 12 officers now qualified as mental health first aiders
- Dedicated webpage for farmers looking for support on our website [Support for farmers - Trading Standards Service \(devonsomersettradingstandards.gov.uk\)](https://devonsomersettradingstandards.gov.uk)

Trading Standards Farming Partnership  
(TSFP)

Heart of the South West  
Trading Standards Service



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Want to know more?  
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