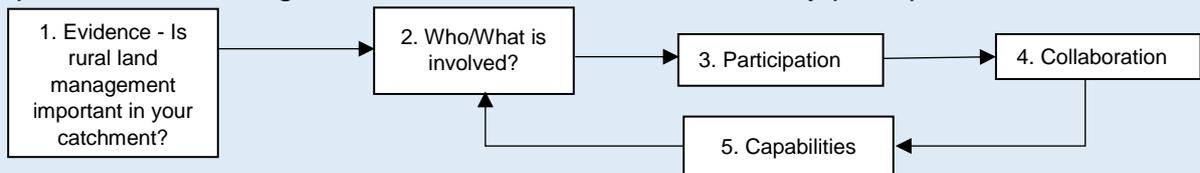


Catchment Based Approach Agriculture sub-group

Engaging the Rural Sectors in Catchment Partnership activity: Aspirations and Good Practice

This note is for Catchment Partnerships (hosts and partners) to help them engage more effectively with rural industries – agricultural and forestry sectors and associated supply chains. Catchment practitioners identified the need for this clear description of good practice for engagement at a workshop on 27th July 2018, to support those who struggle to include or engage these sectors in their partnerships.

The note has been informed by views of practitioners and national experts with experience of working with the sectors. It is based on 5 key principles:



What are we working towards?

In most cases the ambitions for Catchment Partnerships will be met through sustainable land management that improves soil, water and air quality. This can be achieved through engaging rural industries (including farming and forestry) in the work of the partnerships to develop and own shared ambitions and actions. This paper outlines good practice for partnerships to help them with this engagement.

A. Good Practice Principles for engaging with rural industries:

1. Evidence led - Evidence speaks to all in a Catchment Partnership to encourage shared participation in the review and presentation of evidence. Catchment Partnerships need to collate and share evidence with the rural sectors in an engaging and persuasive way, setting out:

- What we are collectively trying to achieve and why it is relevant to the sectors. Collate, use and sign-post to existing evidence (including modelling such as Scimap) which is locally relevant and in the right language.
- What positive action has already taken place in the catchment? Build on existing work & share joint messages – there is no need to recreate from scratch.
- What additional action can the sectors take? If evidence identifies opportunities to work with the rural industries this may need specific emphasis and targeted activity.

2. Customer Focused - understand your starting point:

- Map your audience/the types of rural business you need to engage. Consider using stakeholder analysis techniques. Include the main businesses (local, regional, national, international) within the major supply chains for the catchment's key sector products.
- Understand what you want to achieve with both the local and supply chain businesses. Farming is like other businesses in that you need to be able to communicate with them in language they understand. Develop an engagement plan. Be realistic about timescales

- Map who's already working in the area (e.g. who is talking to farmers and their advisors such as agronomy companies).
- There are many demands on farmers and many groups and organisations are already working to support change. Identify where these activities are underway and seek to work together. Wherever possible, link with existing networks (e.g. farmer groups) rather than creating new ones.
- Undertake a gap analysis to target additional effort to sectors and/or locations.
- Seek guidance, help or advice from the Catchment Based Approach resources (e.g. the [CaBA website](#)), plus those in the CaBA movement who may have carried out similar approaches.

3. Inclusive Participation – ensure effective mechanisms are in place to gather views and participation of rural sector representatives in catchment partnerships.

- This might involve rural sector representatives sitting on Catchment Partnership steering groups, and/or establishing sub-groups to help inform partnerships. Rural sector membership should be representative of all the key sectors operating in the catchment, including the full range of types of farming system, forestry and/or wider supply chain (e.g. contractors, suppliers, processors and retailers).
- Discussion should reflect the scale with which people identify; this may be catchment, sub-catchment or smaller level.
- The aim should be to ensure proportionate out-reach to as many relevant rural businesses operating in the catchment as possible.
- Consider use of a facilitator if it helps establish initial dialogue and allows all parties an equal voice at the table.
- In many areas there are already established groups overseeing engagement/delivery with the sector, this will be an opportunity to collaborate.
- Involving supply chain representatives can bring positive benefits and better outcomes for the environment and producers. Early engagement and co-design with producers and supply chain ensures productive and transparent partnerships.
- Be prepared to listen, ask for opinions and understand different perspectives as these groups will have a wealth of knowledge. Acknowledge their input and views.

4. Collaborate - look to secure collaborative advantage for the rural sector as well as the Catchment Partnership (i.e. win-win solutions).

- Apply collaborative working principles such as ensuring inclusive representation, engaging partners early in the development of initiatives (including co-designing approaches and sharing evidence) as well as ensuring transparent decision making.
- Catchment Partnerships should understand and work within existing structures, for example working with existing initiatives to deliver consistent messages for the rural sector. This will lead to efficiencies, and minimise the duplication of effort and confusing, mixed messages to the sectors.

5. Understand Capabilities - Catchment partnerships should be honest about their capacity and capabilities. If existing capabilities are constrained (e.g. on groundwater experience or woodland creation), look to pool resource/expertise from other partners, or adjacent catchment partnerships. Additionally, consider negotiating inputs from local experts, such as Water Companies, FWAG or environmentally-focused farm consultants.

B. Illustrative Case Studies

Good practice Principles	Case study
1. Evidence led	Upstream Thinking Catchment Management Evidence Review (Water Quality) https://catchmentbasedapproach.org/learn/upstream-thinking-catchment-management-evidence-review-water-quality/
	Catchment Sensitive Farming: http://www.gov.uk/catchment-sensitive-farming http://publications.naturalengland.org.uk/publication/6510716011937792
	Cam and Ely Ouse (CamEO) targeting strategy https://catchmentbasedapproach.org/wp-content/uploads/2018/07/63_COMPLETE_CamEO-Targeting-Strategy.pdf
	Broadland Catchment Partnership / Broads Authority Multiple ecosystems services mapping framework guidance. E.g. multiple ecosystems services – see https://broadlandcatchmentpartnership.org.uk/maps/ecosystem-services/
2. Customer Focus	Wye & Usk Foundation soil and water focused farm advice https://www.wyeuskfoundation.org/Pages/Category/farm-work
	Farm advice ‘walk through’ to demonstrate tailoring of advice to needs of farmer https://catchmentbasedapproach.org/wp-content/uploads/2018/07/19_complete_farm-visit-final_wwf.pdf
	The Kelloggs Origins project https://www.kelloggs.co.uk/en_GB/what-we-believe/the-origins-farmer-programme.html
	NFU Working With Natural Processes Guidance https://www.nfuonline.com/appendix-2-wnnp-maps/
3. Inclusive Participation	Cam and Ely Ouse (CamEO) Water Stewardship Business Board http://www.cameopartnership.org/our-groups/cameo-board/
	Water Sensitive Farming initiative in East Anglia https://norfolkrivertrust.org/our-work/water-sensitive-farming/
	Encouraging farmers to get involved with agri-environment initiatives http://catchmentbasedapproach.org/wp-content/uploads/2018/07/07_complete_engaging_farmers.pdf
	Ribble Life Together http://ribblelifetogether.org/ribble-life-together-partnership/
4. Collaboration	Dorset Catchment Partnership Agricultural sub—group and Nitrogen off-setting https://www.wessexwater.co.uk/dorset/
	Courtauld 2025 Water Ambition targeted in 6 UK catchments at present, but methodology is readily transferable see http://www.wrap.org.uk/content/courtauld-2025-water-ambition and the integration with the CaBA Water Stewardship Service https://catchmentbasedapproach.org/learn/water-stewardship/
	Salle silt trap case study involving farming estates and internal Drainage Boards http://catchmentbasedapproach.org/wp-content/uploads/2018/07/Salle-Estate-case-study_FINAL.pdf
	Wylands outdoor pig silt management initiative https://norfolkrivertrust.org/reducing-soil-water-pollution-at-an-outdoor-pig-unit/
5. Capabilities	Understand the Language of Business http://catchmentbasedapproach.org/wp-content/uploads/2018/07/06_COMPLETE_Business_Research.pdf