



Sustainable Futures for Europe's Heritage in Cultural Landscapes:

Tools for understanding, managing, and protecting landscape functions and values

Insight on

Landscape stewardship and agri-environmental policies

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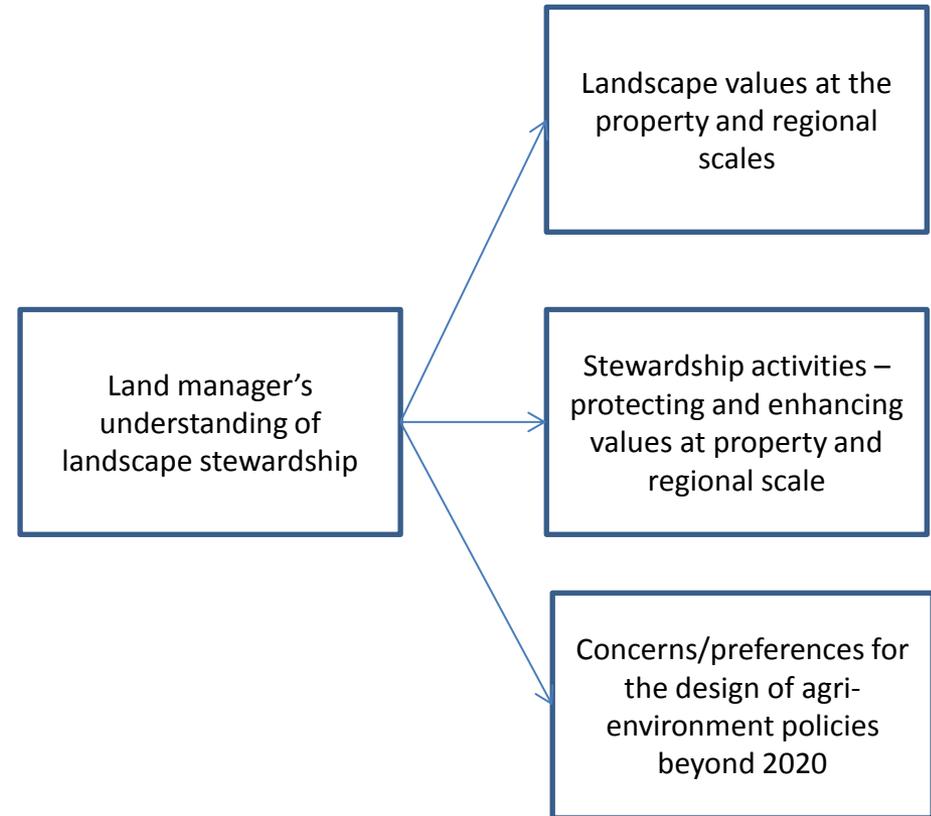
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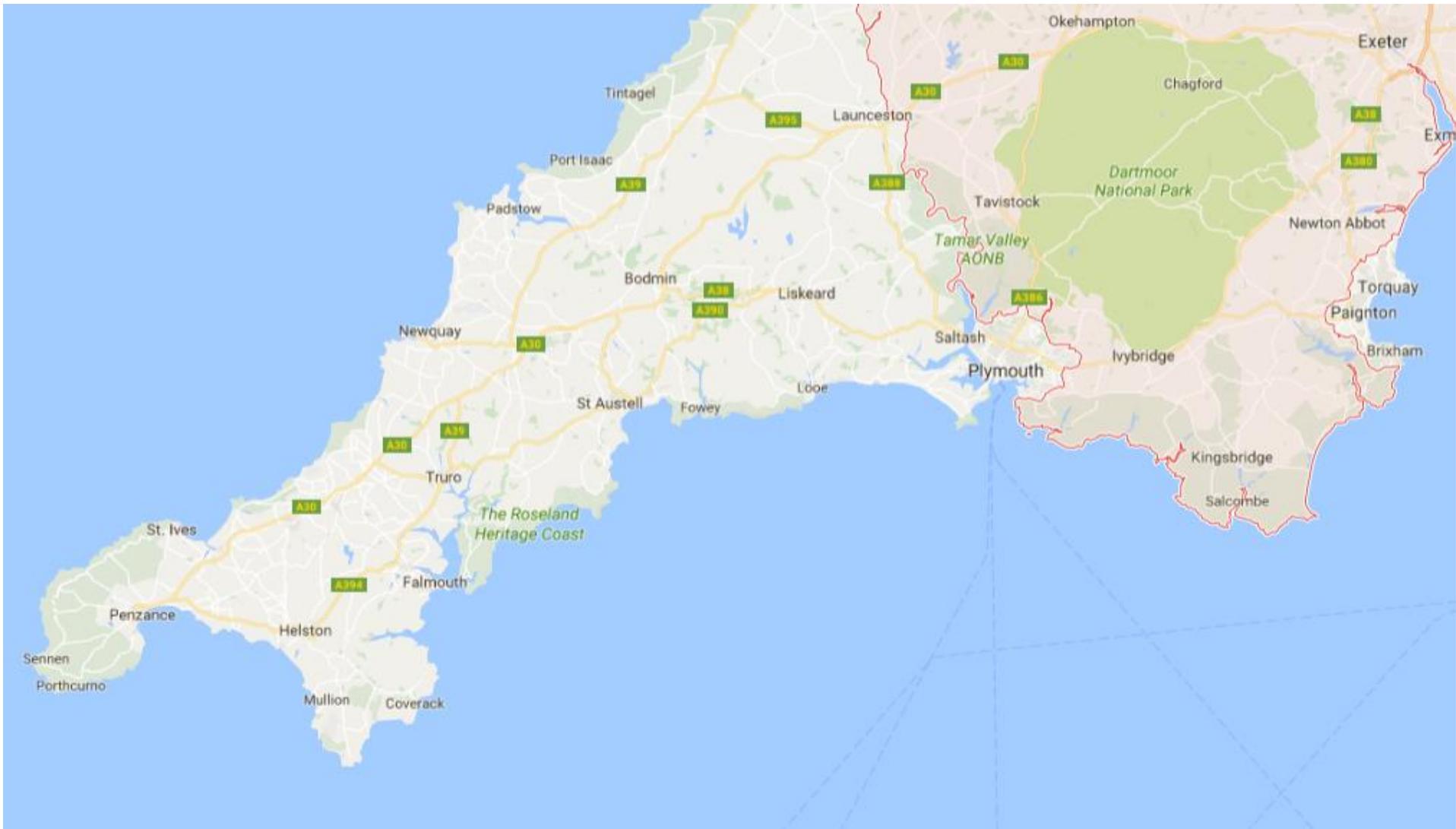
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- **Research problem**
 - Lack of collaborative approaches to tailoring agri-environmental policies to land managers based on their land management motivations
- **Objectives**
 - compare and contrast landholders' landscape values, land management actions and concerns/preferences for the design of agri-environmental policies across different understandings of landscape stewardship in SW Devon, UK
- **Methods**
 - 40 semi-structured interviews (45 mins each) with land managers owning or managing small (<2 ha), medium (2-40.5 ha) and large (>40.5 ha) areas of land
 - Applied thematic analysis techniques to identify themes and sub-themes (Braun and Clarke, 2013)



Study Area: South-West Devon, UK



- **Environmental**
 - looking after the land in an environmental way, managing the environmental features, protecting these features for future generations, taking care of the environment and implementing measures that encourage wildlife
- **Production**
 - keeping land productive, the preservation of traditional farming techniques, under-rated or did not mention the wildlife conservation goals cited by environmental respondents
- **Holistic**
 - recognized the interactions, and sometimes the interdependencies, between ecological and production systems
- **Instrumental**
 - defined stewardship in the context of a government policy or incentive scheme, despite prompting for a wider definition of stewardship

Landscape values and understanding of landscape stewardship

Landscape Values - Property	All Interviewees (N = 40)		Environmental (N = 10)	Production (N = 6)	Holistic (N = 13)	Instrumental (N = 11)
	# respondents per theme	%	%	%	%	%
Social relations	25	23.1	25.8	22.2	20.0	26.3
Sense of Place or 'Home'	8	7.4	√	√	√	√
Sense of community	12	11.1	√	√	√	√
Educating people/creating food culture	5	4.6	√	X	√	X
Quality, local food production	19	17.6	22.6	11.1	20.0	10.5
Producing quality food	6	5.6	√	√	√	X
Producing local food	10	9.3	√	X	√	√
Development of niche food markets	3	2.8	√	X	√	√
Biodiversity	17	15.7	16.1	0.0	17.5	26.3
Native communities (e.g., woodlands)	8	7.4	√	X	√	√
Native species	9	8.3	√	X	√	√
Cultural heritage	16	14.8	12.9	11.1	20.0	10.5
Diversity of landscape types	11	10.2	√	√	√	√
Ancient feeling - protecting the past	3	2.8	X	√	√	X
Heritage buildings and archaeology	2	1.9	X	X	√	√
Recreation, tourism and lifestyle	11	10.2	9.7	16.7	10.0	5.3
Rural lifestyle	9	8.3	√	√	√	√
Delivers my income	2	1.9	X	√	√	X
Care for animals or land	10	9.3		22.2	7.5	15.8
Care for animals	7	6.5	X	√	√	√
Caretaker of land for future generations	3	2.8	X	√	√	X
Aesthetic and inspiration	10	9.3	12.9	16.7	5.0	5.3
Beautiful views	5	4.6	√	√	√	√
Clean and tidy landscape	5	4.6	√	√	√	X
Totals	108	100.0	100.0	100.0	100.0	100.0

Land management activities and understanding of landscape stewardship

Management actions	All Interviewees (N = 40)		Environmental (N = 10)	Production (N = 6)	Holistic (N = 13)	Instrumental (N = 11)
	n	%	%		%	%
Total number of actions	11		90.9	36.4	100.0	54.5
Soil protection	26	37.7	38.5	40.0	36.0	54.5
Keeping organic matter in the soil	9	13.0	√	×	√	√
Grazing regimes or crop rotations	8	11.6	√	√	√	√
Minimal use of fertilizers and chemicals	6	8.7	√	×	√	√
Minimal use of tractors	3	4.3	√	×	√	×
Biodiversity	23	33.3	34.6	20.0	36.0	27.3
Hedgerow management ≥ 2 year cycles	17	24.6	√	√	√	√
Wildlife conservation	6	8.7	√	×	√	×
Social relations	8	11.6	11.5	0.0	16.0	9.1
Educating others to work with nature	8	11.6	√	×	√	√
Other	12	17.4	15.4	40.0	12.0	9.1
Animal care/husbandry	5	7.2	√	√	√	√
Supporting local, green food	3	4.3	√	×	√	×
Water quality management	2	2.9	√	×	√	×
Heritage building protection	2	2.9	×	√	√	×
	69	100.0	100.0	100.0	100.0	100.0

Concerns about and preferences for the design of agri-environmental policies



- All respondents
 - shared concerns about reduced funding, complex rules, overstrict compliance, lack of support for farm succession and changing funding priorities
 - had preferences for tailoring investments to farm systems, more education and training courses and higher subsidies to support a range of cultural values
- Most respondents
 - cited tensions between managing for values at the catchment scale versus managing values according to site-based characteristics
 - supported the continuation of agri-environmental policies, but with improvements to the scale at which they are applied and communicated, the types of objectives supported, and simplifications to the application and administration process
- Most respondents with an environmental or holistic understanding of landscape stewardship
 - were more likely to note that the existing schemes do not support smallholder interests for a local/green food culture, nor support local infrastructure
 - supported new agri-environmental policies that target smallholders and their local, organic food growing interests
 - **key challenge: how to develop a new set of agri-environmental policies which support different understandings of stewardship, are relatively simple to apply and understand, and in the process, support multiple types of landscape values at different scales of management.**

Implications: A collaborative and co-ordinated approach to landscape management



- engage land managers to play an active role in identifying land management activities that can support the conservation of distinguishing sets of landscape values
- when developing local environmental plans, provide effective and well-funded, independent facilitation to address the interests of multiple stakeholders, including land managers, municipalities, agriculture and conservation groups
- nest local environmental plans within catchment management plans to ensure that public and private benefits are adequately represented

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