

River Leam Pilot Catchment Workshop 02/02/2012 - Minutes

Introductions

Attendee	Affiliation
Peter Brookfield	• Environment Agency (Impartial Facilitator)
Rachel Ranger	• Environment Agency (Leam Pilot Catchment Coordinator)
Steve Foster	• Environment Agency (Officer)
Colin Sully	• Environment Agency (Land & Water Team Leader)
Steven Bailey	• Catchment Sensitive Farming (Coordinator for the River Severn District)
Jodie Whitehead	• Severn Trent Water (Clean water side)
David Perry	• Natural England (Catchment Sensitive Farming)
Tom Newbery	• Warwickshire Rural Hub (Soils)
Henry Lucas	• Warwickshire Rural Hub & Farmer
Harry Johnson	• Farmer and NFU
John Moverley	• Amenity Forum
Donna Tavernor	• CLA (Country Land & Business Association)
Matt Jeffes	• Warwickshire County Council (Flood Risk)
Tim Haselden	• Warwickshire Wildlife Trust
Paul Webster	• Forestry Commission
Justin Milward	• Woodlands Trust

Recap on Workshop 1

Posters around the room covering:

- A summary of the stakeholder participants involved in the pilot so far
- Summaries of the presentations given by Environment Agency, Severn Trent Water (Pesticides and Phosphates), Natural England and Warwickshire County Council.
- 'The Purpose of the Leam Pilot is to...' (summary of the post it notes completed)
- Summary of the ongoing actions, additional actions required, barriers
- Key objectives from the brainstorm sessions

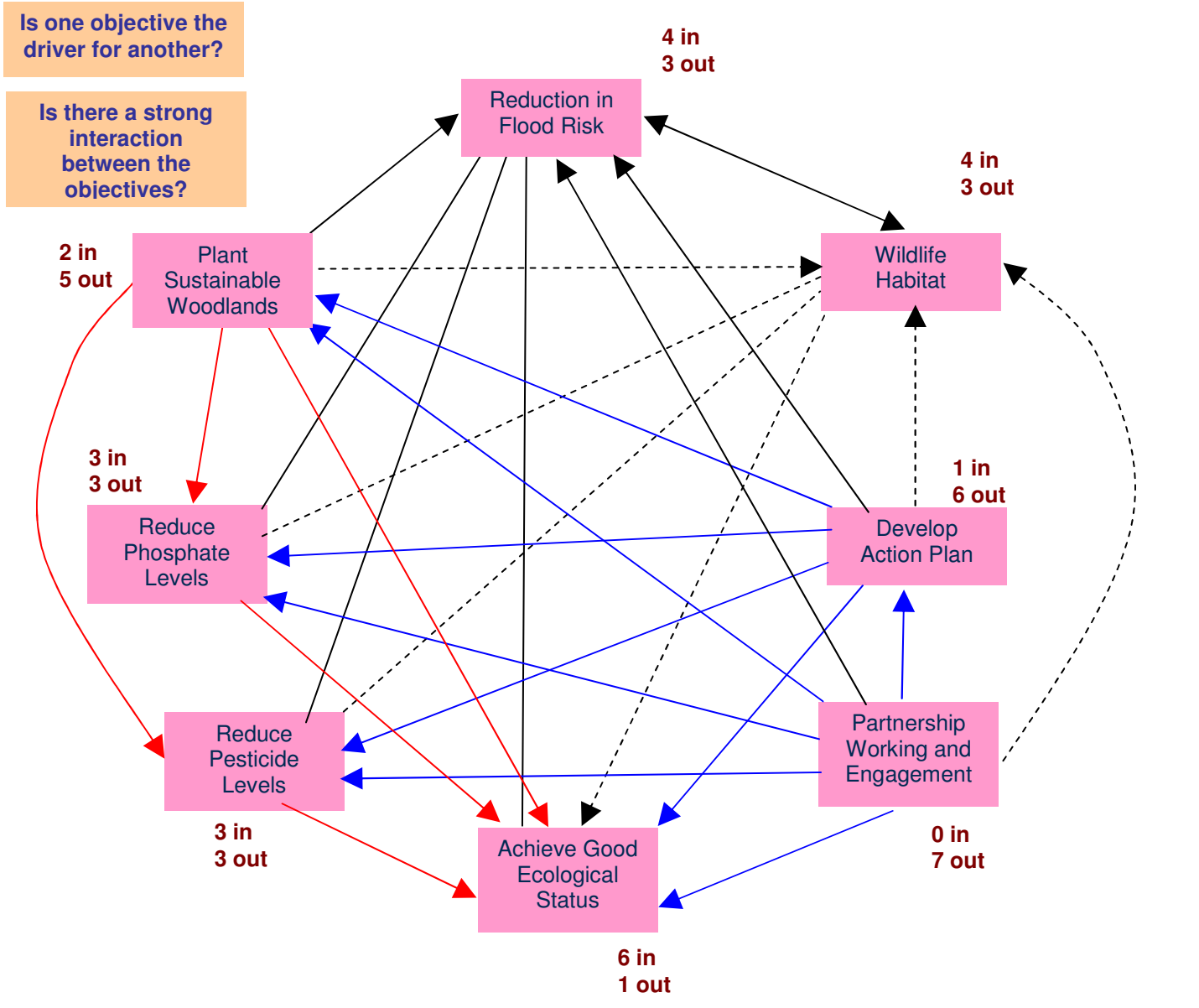
If anyone would like to see any of these posters please let me know and I will send them on.

Condensing the Objectives

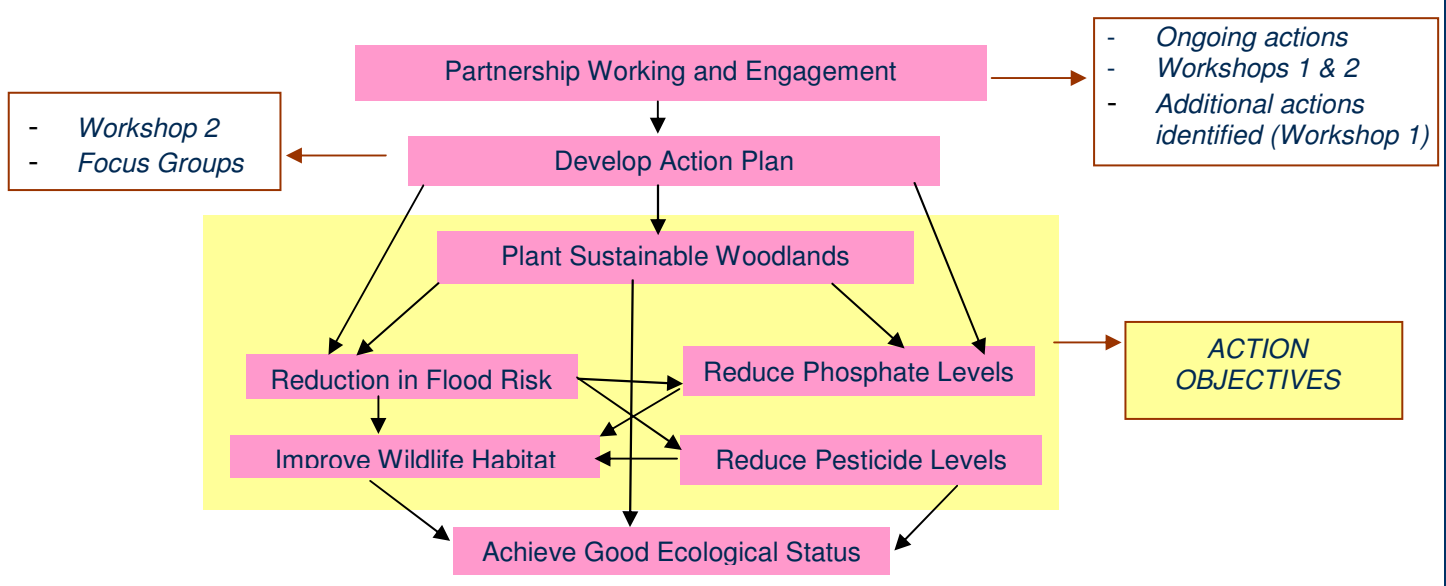
8 key objectives/aims for the catchment were identified as part of Workshop 1:

1. Achieving good ecological quality
2. Decreasing pesticides
3. Decreasing phosphates
4. Partnership working and engagement
5. Develop Action Plan
6. Improve wildlife habitat
7. Decrease flood risk
8. Plant sustainable woodlands

Exercise carried out to determine the interrelationships between these 8 and how they should be condensed into target focus groups.



This engagement process resulted in the identification of following prioritisation/grouping of objectives:



Focus Groups

It was agreed that the Action Objectives could be split into two focus groups to reduce meeting fatigue and enable closer focus upon actions, however, it was agreed that the groups were still closely connected and needed to communicate in order to enable pooling of funding and resources. As the UASP group is already in existence and operating well with a focus upon pesticides, it was agreed that group should remain as it currently is. However, as the actions for phosphates are closely related to the actions for pesticides, it was suggested that the UASP group could consider the two objectives in parallel. Focus Group 2 would be a new formation with target objectives covering woodlands, flood risk and wildlife habitat.

Focus Group 1	Focus Group 2
<p style="text-align: center;">Upper Avon Strategic Partnership</p> <p style="text-align: center;">Coordinated by Severn Rivers Trust (Melissa Hoskings)</p> <p>Focus on Pesticide and Phosphate Reduction</p> <p>Stakeholder group already formed with meetings underway</p> <ul style="list-style-type: none"> ▪ Severn Trent Water ▪ Voluntary Initiative ▪ NFU ▪ CLA ▪ Amenity Forum ▪ Natural England / CSF ▪ Warwickshire Wildlife Trust ▪ FWAG ▪ Masstock ▪ Farmers ▪ Independent Agronomist ▪ Environment Agency 	<p style="text-align: center;">New Group</p> <p style="text-align: center;">Coordinated (for the meantime) by EA (Rachel Ranger)</p> <p>Focus on increasing sustainable woodlands, reducing flood risk and improving wildlife habitat</p> <p>Interest in participating in the stakeholder group from the following stakeholders:</p> <ul style="list-style-type: none"> ▪ Environment Agency ▪ Warwickshire County Council (FRM and Ecology) ▪ Warwickshire Wildlife Trust ▪ Natural England (Anton Irving suggested) ▪ Woodlands Trust ▪ Forestry Commission ▪ Rural Hub (Bob Slater suggested) ▪ NFU/CLA ▪ Anglers Groups (WACFAC. User groups suggested) ▪ UASP Coordinate (Melissa Hoskings)
<p style="text-align: center;">Communication between the two will be coordinated by Melissa and Rachel, plus the stakeholders who are represented in both focus groups.</p>	

Action Plan for New Group (*already in place for UASP*)

Brain storming with entire group to develop the stages required for an action plan.

1. Evidence of issues or problems
2. Key messages – objectives
3. Incentive to engage
 - + Identification of Target Audience – customer who we are aiming the message at
 - + Method of information sharing
4. Identification of one point of contact (leadership)
 - + Identification of sources of skills and expertise (right people)
 - + Understanding funding streams
5. Continuity
 - + Support to implement

6. Measures of what we have done (measures of success)

7. DELIVER

Aim to arrange meeting within next 6 weeks. 2 weeks notice required to set up meeting.

Logo

This was discussed as per the last meeting minutes with two suggested formats to use (cartoon vs sketch). General consensus was that sketch version was better but that a logo was not required. Concern that there are already too many logos in existence. Agreement to drop this idea for the moment.

Next Steps

- UASP to continue with meetings with consideration of phosphate issues alongside pesticide issues, where possible.
- Melissa to feed minutes back to Rachel to enable communication between the groups.
- Rachel to summarise the ongoing and required actions, plus the barriers to meeting the objectives from Workshop 1 and send to Melissa for use in UASP meetings.
- Rachel to arrange meeting for woodlands/wildlife/flood risk group.
- All to keep an eye out for any joint funding application opportunities which may be beneficial to pursue.
- No further Leam encompassing meetings to be held.
- Focus to be given to collating evidence to identify specific actions and methods to deliver actions.

Group Learning Points to Feed Back to Defra

- Funding is vital to enable leadership of engagement process and to gain wide interest in delivery process as resources are key.
- The group is keen to work together and the intention is there, but without money it is unclear how this can progress.
- Without monetary incentives there is no way to convince landowners to undertake actions that we require.
- Visualisation of end result and methodology to achieve end result is vital to engagement process and maintenance of momentum.
- More time needs to be spent on identifying and implementing individual actions rather than determining the process.
- The outcomes from actions will not be visible in the time frame. It will take 6+ years at least to see the difference. 10-15 years will be required to notice the change in sampling results. Therefore need to tease out what the outcomes are likely to be from the project.
- Changing attitudes is key to environmental change, but we need a reason to do it and identify the personal drivers of landowners on an individual level.
- Engagement process for objectives may have been smoother if groups had been determined before the meeting and presented to the group for agreement. The spider diagram approach was too lengthy for the size of group and number of objectives.