

Farming in Protected Landscapes Evaluation

What is the Farming in Protected Landscape Programme?

The [Farming in Protected Landscapes programme](#) will run over three years (July 2021 –March 2024). It aims to help farmers and land managers in Protected Landscapes (10 National Parks and 34 Areas of Outstanding Natural Beauty) deliver projects that support four themes: **Climate, Nature, People** and **Place**. Defra is delivering the programme in partnership with the Protected Landscapes organisations as part of the [Agricultural Transition Plan](#).

This is an opportunity for Protected Landscapes, farmers and land managers within these areas to work better together, building on existing relationships. The programme will focus on the key challenges facing farmers and communities in Protected Landscapes, including helping improve, and prevent damage to, the landscape; effectively managing high levels of visitors; and helping farmers and businesses capitalise on economic opportunities. In doing so, the programme will contribute to wider policy objectives, including the [Defra 25 year Environmental Plan, 30 by 30](#), delivery of the [Nature Recovery Network](#) and [Net Zero Carbon GHG commitment](#), and supporting farmers to be more competitive and resilient to challenges.

Why are we doing an evaluation?

Defra has commissioned ICF to undertake an independent evaluation to understand how well programme plans are being put into action and the impact of the programme. The evaluation spans the lifetime of the programme and has the following objectives:

- To work with the Protected Landscapes to develop the evaluation.
- To understand the challenges of collaboration in Protected Landscapes and how this could be supported.
- To improve understanding of how farmers and land managers view and respond to the Farming in Protected Landscapes programme, including barriers to taking part.
- To learn from how the programme has been delivered and what difference it has made.
- To share learning and good practices across landscapes.

The evaluation will provide important evidence on how public funding can be best used to support farmers and communities in Protected Landscapes to undertake actions that deliver across the four programme themes, the priorities of these areas, and improve the resilience of businesses.

When will the evaluation take place?

The evaluation is in its early stages and will be speaking with some stakeholders imminently. We expect a full plan of work to be available in early 2022 when more details about key interactions and timings will be shared. The evaluation will report its final findings in June 2024.



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How will we evaluate the programme?

ICF and partners (CCRI and Land Use Consultants) will work with Defra, the Protected Landscapes and participating farmers and land managers on the following steps:

1. Develop our plan and detailed questions to ask in the evaluation.
2. Capture experiences and views from a range of people; including conducting telephone interviews, focus groups, case studies and workshops.
3. Sharing findings with stakeholders using an online forum, online workshops and face to face workshops.

How do I take part in the evaluation?

To get the most from the evaluation it is important that we speak with a wide range of Protected Landscapes and farmer/land manager participants on a number of subjects over the next 3 years. We will need some input from farmers and land managers in Protected Landscapes, dependent on your engagement with the programme, but this is voluntary and should not be excessive. For now, no action is needed from yourselves, but please do keep an eye out for the future plan and respond to opportunities to take part in the evaluation – this is your chance to tell us what works well and what could work better, including how.

The evaluation will be managed by ICF, who will work closely with the Defra project manager and steering group to ensure that the workplan is agreed and delivered on time and to a high quality. If you have any questions, please email Dr Carla Turner carla.turner@icf.com or FiPL@defra.gov.uk.