



CLINTON DEVON ESTATES

Enabling competitive and environmentally sensitive agriculture and forestry



THE QUEEN'S AWARDS
FOR ENTERPRISE:
SUSTAINABLE DEVELOPMENT
2005

John Varley

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What the Government proposes

Three Themes:

- **Theme 1: *Enhancing the environment and the countryside:*** Axis 2, but drawing on measures from Axis 1 and 3
- **Theme 2: *Making Farming and Forestry more competitive and sustainable:*** Axis 1, but supporting Axis 2 and 3
- **Theme 3: *Enhancing opportunity in rural areas:*** Axis 3, but designed to complement Axis 1 and 2



EU Budgetary implications

- At least 10% of EU funding to Axis 1
- At least 25% of EU funding to Axis 2

At least 10% of EU funding to Axis 1
80% of the overall budget will be spent on Environmental Stewardship (within Axis 2) leaving Axis 1 and 3 “at or near” the minimum spends of 10% required under the Regulation

So, how much funding will really be available for Axis 1?



Defra's long list of funding "priorities"

Theme 2 Context:

- **Sustainable Farming and Food Strategy:**
 - Further reform of CAP “freeing farmers” to meet demands of the market
 - Reducing negative environmental impacts through compliance
 - Address climate change – mitigating emissions and energy crops
 - Support industry restructuring
- **Technology and Entrepreneurial Skills**
- **England Forestry Strategy**



Defra's long list of funding "priorities"

Theme 2 Priorities:

- **Skills and Knowledge Transfer (10)**
- **Innovation (8)**

...and the priority sector for investment in physical and human capital



My thoughts...

- **“Competitive” and “Sustainable”?**
 - What does this mean?
 - What does good look like?
- **Underpinning Themes 1 and 3?**
 - Yet so little funding
 - Other resources (eg C&E)?
 - Focus on addressing “market failure” or supporting “market success”?



My thoughts (2):

- If RDA delivers Theme 2 and 3 and NE / FC Theme 1, how is SD integration achieved?
- Hard choices for last bite of the cherry (make hay...)?
- Focus funds to make biggest impact?
- **Be pragmatic:**
 - What has worked well in this region?
 - Best value for money?
 - What can we measure?
 - What can this fund do which others can't?



My thoughts (3)

“Are you going to bang or dribble...”

*Sergeant Major Instructor of Gunnery,
Royal School of Artillery, Salisbury Plain,
a weekend in July 1993*



The consultation questions:

- **What other developments might shift the priority of this theme in the course of the programme?**
- **Do you agree with the emphasis on priorities under skills and knowledge transfer, and innovation?**
- **Do you agree that the priorities listed under this theme adequately reflect the right priorities for the SW?**
- **What would best enable delivery of this theme to be joined-up with delivery of other themes?**





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