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FARMING FOR
THE NATION
AONB Tests & Trials
for the ELM Scheme

Kent Downs Area of Outstanding Natural Beauty

Enhancing Access Opportunities Test and Trial – Costings Estimate for Community Facilitators and Community Champions

“The Enhancing Access Opportunities Test and Trial is being carried out by the National Association for the Areas of Outstanding Natural Beauty on behalf of Defra. It forms part of the development of the Environmental Land Management scheme.”



Head Office: Kent Wildlife Trust, Tyland Barn, Sandling, Maidstone, Kent ME14 3BD
Tel: 01622 662012
info@kentwildlife.org.uk | kentwildlifetrust.org.uk



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Contents

- 1 INTRODUCTION
- 2 CLUSTER FARM APPROACH
- 3 METHODOLOGY
- 4 COSTINGS
- 5 RECOMMENDATIONS

1 INTRODUCTION

Community facilitators and champions Local Nature Recovery component

One of the proposed actions of the Kent Downs led Enhancing Access Opportunities Test and Trial is to use facilitators and community champions to create links between farms and those communities that benefit from countryside access the least. These roles would help to target school and community group engagement with ELM funded educational access as well as promote responsible use of the countryside by all. Whilst it is proposed that these posts will be funded by ELM payments there is also the potential to access additional support and funding from local health and wellbeing budget holders, national funding bodies or other local initiatives to provide targeted support in the areas that need it most.

This would secure funding for roles as facilitators to:

- create links between providers of educational access and community groups that need it most
- identifying and supporting community champions who would provide support to encourage and promote access to the countryside and greenspaces.

Community champions would be paid staff or volunteers from communities that access greenspace least and need support and resources from the centralised facilitators. This would include, but not be limited to, arranging educational access visits. Community facilitators would ensure that support is focused on communities in most need identified using multiple factors. Community champions may represent a geographic area or a specific group. A budget would be available for facilitators to assist with transport costs if required but will aim to link opportunities to the most local communities.

Facilitators would be recruited centrally and benefit from being employed by an organisation or organisations who successfully tender for a contract to deliver access facilitation.

The Job description, targets and performance indicators would be decided centrally as part of contract.

The long-term contract would enable relationships to be built with both providers and communities.

KWT Consultancy Services, as part of the Kent Wildlife Trust Group of Services, have supplied costings for the potential project and roles as summarised below by KDAONB:

- Liaising with farmers in Kent and helping to arrange visits to farms from target areas where levels of deprivation or areas with high numbers of demographics that are under-represented in the countryside.
- Target 100 visits per year to include help with elements such as risk assessments and provision of grants to schools and groups for transport.
- Working with community groups and schools in target areas.
- Recruiting and managing community champions who will create opportunities for people in these areas to access nearby countryside.
- Liaison with Kent County Council and Medway Council PROW teams to help farmers prioritise permissive routes and discuss formal enhancements of routes where appropriate.

Costings are equivalent to 3 full-time staff delivering on the ground plus management and management costs for the staff as well as reasonable overheads and on costs, in addition to

specialist expertise as concerns access, community engagement, land management advice and education.

2 CLUSTER FARM APPROACH

If not already the approach, we would suggest that any landowner project follow the cluster farm approach. The experience of KWT, working in partnership on landscape-scale partnership projects, is that it is unachievable to meet the objectives in the traditional style where a project and project team attempt to meet KPIs set out by a particular funder informed by some pilot or development work. We see it as far more beneficial to follow the farmer cluster approach where community work can very much be included. Examples of this can be provided.

3 METHODOLOGY

The costings have been prepared based on a variety of projects managed by KWT and partners, drawing on the wealth of experience of Kent Wildlife Trust staff, with their many years of experience in estate management work and land management advice to farmers, in addition to their experience in preparing costings for the Cluster Farm approach.

The Community and Educational costings have been prepared in consultation with KWT's People & Education Team, who have many years of experience of undertaking outreach projects across the county.

Consultation took place with a local Kent farmer, Fidelity Weston at Romshed Farm¹ near Sevenoaks, who has been conducting education visits for a number of years, both for local schools, as well as for schools from London Boroughs with high Indices of Multiple Deprivation, the latter visits being organised through the Country Trust².

We also consulted with our internal cluster farm team who host a particularly successful project in the Rother catchment, but include learnings from a much more challenging approach on Romney Marsh and the feedback from Mike Bax of BTF.

Costings are based on an initial 2 year programme to meet objectives and prepare a cluster approach to take on the work with agreed external input, but there may be efficiencies on taking on a cluster approach from the start where a set of landowners will set the needs and objectives and bring on board other landowners and local community groups and members.

¹ [Romshed Farm](#)

² <https://www.countrytrust.org.uk/services/farm-visits>

4. COSTINGS (based on set up and annual costs)

Cost Area	Cost Breakdown	Rationale	Costs (excluding VAT)	Total Cost
Central ELM Support Team	Guidance, training project team management and dissemination of best practice guidance to working with landowners, farmers and groups.	a) Setting up branding, marketing, guidance, training and monitoring process (7 days) b) Setting up JD's, objectives and criteria, including monitoring/reporting system for the project team (5 days) c) Inputting into the shortlisting, interview and induction process (4 days) d) Pull together programme guidance, disseminate to contracted partner (s) and provision of ongoing guidance support and monitoring. (14 days) e) Management in the form of regular project meetings with project manager and project team. (10 days) f) Line Management of project Manager. (7 Days) g) Project monitoring: setting template for monitoring reports, undertaking monitoring meetings and verifying status of reports, including coordination with funding bodies. (15 Days) h) Guidance and training for induction and updates on working with landowners, farmers and other groups, as well as ongoing training for specific needs as noted in monitoring programme. (10 days)	62 Days @ £400 per day	£24,800
Recruitment ³	Processing recruitment documents	Formatting and updating set of recruitment documents including: <ul style="list-style-type: none"> • Job description • Example contract • IT set up e.g. inbox • Proofing process and documents • Liaising with funders 	2 days @ £400 per day	£800*

³ Based on consultation with HR and Coastal Explorers intern programme as most recent recruitment programme

		<ul style="list-style-type: none"> • Advert in short and long, online and pdf/jpeg format 		
	Advertising posts and dealing with enquiries	<p>a) Advertising post on websites, through wider media and partner posts.</p> <p>b) Recommend budget to cover at least 2 of the below job posts. Any additional to incur extra costs:</p> <ul style="list-style-type: none"> • Jobsinkent £99 • Reed £175 • Third Sector £460 • Total Jobs £149 (good for sales jobs) • Countryside Jobs £134 • Environment Jobs £29 • Environment Job £100 • Jobsite £149 (good for sales jobs) • Charity Job £275 <p>c) Time needs to be set aside to responding and coordinating communications and queries on the posts from potential candidates and media, including last minute issues and queries on submissions</p>	3.5 days @ £400 per day £500 for use of wider media with contingency for extra costs	£1,900*
	Processing applications	<p>Processing of applications time includes:</p> <ul style="list-style-type: none"> • Formatting shortlisting template packs • Collation of submissions and preparation of shortlisting packs 	2 x days @ £400 per day	£800*
	⁴ Shortlisting and interviews	<p>a) Time for at least 2 people to shortlist applications with debriefing for funding body</p> <p>b) Responding to applicants and giving feedback</p> <p>c) Preparation and sending out interview packs</p> <p>d) Interview briefing meeting</p> <p>e) Interview time for 3 people with HR and IT support</p>	6 x days @£400 per day	£2,400*

⁴ Costings based on KWT in-house service costed for all projects

	Contracting and induction	a) Contracts and induction packs sent out b) Induction day c) Support for induction period d) Field visit to introduce core group of landowners with land management advisor	2.5 x days @£400 per day	£1,000*
Ongoing HR & Finance Support	Payroll and ongoing staff welfare	a) HR Cost for year support b) Payroll costs	5 x days @ £400 plus £600 payroll costs	£2,600
Marketing	<ul style="list-style-type: none"> • Initial publicity for post and programme • Ongoing marketing support 	a) Ongoing marketing support: Updates, blogs, social media, articles, publicising events, support for any public challenges/issues b) Project packs to hand to landowners c) Marketing packs for events	5 x days @ £400	£2,000
⁵ Project Management		a) Liaison with central project team to monitor progress b) Line management of facilitators c) Completion of monitoring including submission of progress reports and meetings d) Programme set up including outline schedule of visits and events e) Initial liaison with core group of landowners f) Base mapping of land holdings and collation of initial landowner information g) Monitoring via KWT CRM system and reporting to funder h) Grants administering	30 x days @ £400	£12,000
⁶ Employment Costs	Facilitator Roles x 3	a) DBS checks £50 per person if needed	[DBS] £50	£94,067

⁵ An amalgam of Project Management costs for cluster farm approach, specific funded people engagement projects and the Coastal Explorers Intern Programme

⁶ Costs extracted from KWT 2021 budgets for HR, IT and marketing

		<ul style="list-style-type: none"> b) Net Pay, National Insurance and Pension @ £23K salary, NI @ 13% and Pension contribution @ 9% c) Expenses capped at £1800 per employee for travel and sundry costs d) Laptop costs @ £20 per month e) Event costs * 4 events annually @ £500 each f) Software / licenses including GIS 	<ul style="list-style-type: none"> [Salary] (£28,329 * 3) £84397 [Expenses] £5400 [Laptops * 3] £720 [Events] £2000 [Mapping software /licences] £1500 	
⁷ Other project costs	Community Champions, volunteer events and mentors	<ul style="list-style-type: none"> a) 4 Experienced community champions @ £80 per day (1 day per month each) b) 4 Volunteer / Support Community Champions resources @ £200 each c) Expense costs for community champions @ £200 each annually (local travel included) 	<ul style="list-style-type: none"> [Paid CCs] £3840 [Vol CCs] £800 [Expenses] £1600 	£6,240
TOTAL Year 1				£148,607
TOTAL for 2 year programme				£290,314

* Year 1 costs only

⁷ Costs based on consultation with people and engagement team outreach community-based projects such as Sevenoaks Greensands Project and Wouldn't it be Crafty

5 RECOMMENDATIONS

- a) Outline potential clusters of landholding around landscape scale access, need and natural capital themes
- b) Consult key / active individuals for each potential cluster
- c) Put together rationale and brief for cluster approach and subsequent objectives and KPIs
- d) Outline JDs that align facilitation of cluster groups with consultation
- e) Look for efficiencies through engagement work facilitated by the cluster group with facilitator providing an agreed support set up and monitoring role