

The New Forest Land Advice Service



Delivering independent land management advice
across the New Forest and Avon Valley

Who are we?

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Where we work

- The New Forest
- The Avon Valley
- Around the edges and in between

Who are our target audience?

- ❑ Landowners and occupiers
- ❑ Farmers
- ❑ New Forest Commoners
- ❑ Equine owners
- ❑ Graziers
- ❑ Community groups
- ❑ Town and Parish Councils
- ❑ People buying land in the area



What we offer and why?

What? – an holistic approach

- ❑ A 'one stop shop' for the land managing community
- ❑ A friendly, helpful and non-regulatory service giving free, independent land management advice
- ❑ Help with funding applications eg Environmental Stewardship, EWGS
- ❑ Back up land 'match-making' service for graziers and landowners
- ❑ A local rural skills directory
- ❑ Advice which makes use of our links with, and understanding of, relevant organisations and their initiatives and legislation
- ❑ Training

Why?

- ❑ To promote and enhance the semi-natural habitats, landscapes and cultural heritage of the New Forest, Avon Valley and coastal plain of south west Hampshire, educating and inspiring people about their land and its wildlife
- ❑ To ensure that benefits are secured for wildlife, the countryside, people and the rural economy
- ❑ To help secure conservation agreements and explore any other potential opportunities which protects and enhances special qualities or encourages sensitive economic development and diversification in the countryside
- ❑ To develop positive, trusting relationships with local people
- ❑ To clarify legislation and procedures and help farmers and land managers through the maze of advice, grants and regulations

NFLAS on SINCs

- ❑ Reactive: owners of SINCs contact us via our advice service
- ❑ Proactive: make contact with owners of priority sites to offer a site visit and management advice
- ❑ Established partnerships, knowledge base and expertise in place
- ❑ Service is building trust and relationships with local people and already has hundreds of contacts and understanding of the area
- ❑ Small Grant Scheme to fund capital works
- ❑ Guidance and support for those eligible for the HCC SINC grant
- ❑ Input to NI197
- ❑ Events for owners
- ❑ Literature and newsletters
- ❑ SINC Owners Club?

Small Grant Scheme

- ❑ Up to 75% funding or up to £2000
- ❑ Hedge planting and restoration
- ❑ Fencing to enable grazing
- ❑ Livestock handling facilities
- ❑ Water supplies to enable grazing
- ❑ Eye sore removal
- ❑ Seed harvesting and seed for grassland restoration
- ❑ Tree planting
- ❑ Ditching
- ❑ Scrub and invasive plant removal
- ❑ Protection of historic features

Keys to success

- ❑ Offering a free, independent, friendly service
- ❑ Knowing your area – ecology, geography, agriculture, landscape, history, character
- ❑ Understanding the local constraints to positive management and finding solutions
- ❑ Strategic approach can help to deliver on a local level
- ❑ Understanding the local culture and politics
- ❑ Understanding the rural economy of the area
- ❑ Having tools which encourage uptake of advice, eg access to, or knowledge of, funding mechanisms
- ❑ Building trust with local people
- ❑ Partnership working
- ❑ Rural skills directory



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