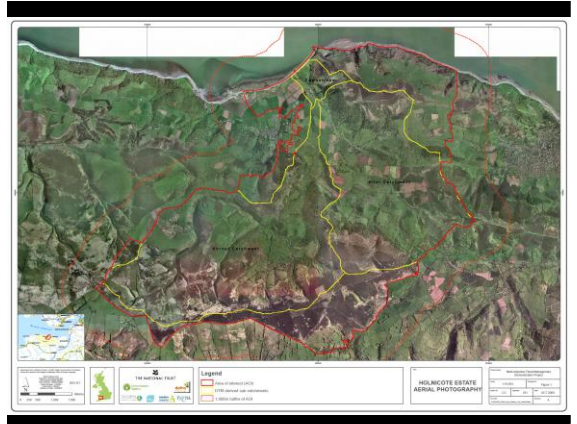


Recognising Value Amongst Providers and Beneficiaries of Ecosystem Services



Who are the Key Players?

Providers

- National Trust
- Tenant farmers
- Commoners

Beneficiaries

- 90 Private residents
- Tourist industry
- Flood insurers

Others

- Environment Agency
- Defra
- Government & politicians





Monetary Value

- £20K contribution from NT
- £100K of flood plain creation
- £20M flood insurance value



What Worked Well

- Real understanding of farmers businesses and costs
- Kitchen table discussions
- Use of trusted intermediary
- = Recognition by farming community of value of flood regulation



Convincing the Rest

- Half of tenants not engaged
- No amount of money is enough
- Don't believe there are issues
- Lack of influence due to tenancy agreements
- Scale of change and timescales to demonstrate tangible benefits
- Limited value place on other ecosystem services

What next for Holnicote?

- Payment for Ecosystem Services
- Knowledge sharing

